

Seventy Thousand Acres in Southern California Devoted to This One Industry

Product of This Section Shown to Be Better Quality Than Any Other in World

Make the Best Sugar THE following facts show the importance to California of the sugar beet industry; Sugar beets bring into the State annually on an average of \$15,000,000

California sugar beets show a higher test and better quality than any other sugar beets in the world.

Seventy thousand acres in Southern California, in 1914, yielded 700,000 tons of suga. beets or 206,500,000 pounds of sugar, netting about \$9,292,500.

California produces one-fourth of the amount of beet sugar produced in the United States. There are ten factories in the State which have an average total capacity of about 35,000 bags of 100 pounds each.

The beet sugar industry has reached such large proportions in California that the State is now the second largest beet sugar producing section in the United States. Colorado has the first place, although in 1911 California was at the head. The large portion of the crop is raised in Southern California.

Operating during the season of 1914, beginning July and closing in November or December, there were ten beet sugar mills, the following of which are located in Southern California: Anaheim Sugar Company, at Anahelm; American Beet Sugar Company, at Oxnard and at Chino; Holly · Sugar Company, at Huntington Beach: Los Alamitos factory, at Los Alamitos; Santa Ana Co-operative Sugar Company, at Santa Ana; and the Southern California Sugar Company, at Santa Ana.

The combined ten mills of the State have a capacity for slicing over 12,-000 tons of beets and producing about 35,000 bags of sugar daily. The prodnet of these mills annually will amount to about 160,000 tons of sugar, this reservoir one-figuration of a ntire and of beet sugar privuced in the U .ted States and which at a / fair average price of 414 cents per pound would amount to \$14,400,000.

Of this production about one-fourth is consumed in the State of California, the remainder being shipped to the Middle Western States.

The area planted to beets in the State is estimated at 115,000 acres, of which about 70,000 acres are in Southern California. The latter's 1914 crop. though as yet the official figures have not been prepared, is estimated | at about 700,000 tons.

High Average of Sugar

An average test of this crop shows from 19 to 20 per cent sugar. However this is not all extracted by the renneries, as a certain amount is lost in the manufacture. The Anaheim Sugar Company estimate that beets testing from 19 to 20 per cent, will actually yield to the refineries about 295 pounds of sugar per ton of beets. Figuring this at a fair price of 41/2 cents per pound, which the refineries stated would perhaps be the average price, It means that Southern California's beet sugar output is valued at \$9,292,500. In addition to this the by-products, molasses and sugar beet pulp, are sold, making the ultimate value of a ton of beets between \$12 and \$15. Out of this, however, must come the cost of manufacturing, which includes freight, from the field to the refineries, payroll, fuel oil, lime rock, coke, bags, maintenance of plant, etc.

The raising of sugar beets has grown popular with the farmers for many reasons, among them being the knowledge in advance of just how much a ton of beets is going to bring; and in addition to this, the farmers have found that, on account of the intensive cultivation required for growing beets, when grown in rotation with other crops the latter show an increase in yield as high as bu per cent.

Another reason is the fact that the beet sugar companies usually advance money on a growing crop to enable the farmer to pay for the work of producing and they also have constantly among them agriculturists who are experts in the handling of also a good tonnage per acre. Six Dollars a Ton

year is at the rate of \$4.50 per ton for their product. other words, beets containing 20 per clear profit of \$25 per acre. cent of sugar would net the farmer | The sugar beet required from five 36 per tou.

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for beets containing 15 per cent of The estimated cost of growing sugar with 30 cents added for each | beets is \$35 per acre. During the | and the harvesting continues until additional 1 per cent of sugar. Or in year the growers therefore made a

to six months to acquire its normal California's sugar beets show a Though a smaller acreage was sugar content. This is taken from higher test and a better quality than planted this year than in 1913, the the air through the medium of the the product of any other community tonnage per acre was higher. The leaves and not from the soil, and on in the world.

this crop, to instruct them not only Southern California Beet Growers As- account of the mild climate of this to get a good quality of beets but sociation estimated that the aver- State, it has proved to be the best in age production was ten tons per acre | most respects for the beet sugar infor which the average price was \$6 | dustry. The seeding time starts in The price paid by the sugar com- per ton or \$60 per acre. This means December and continues to the folpanies to the farmers for beets this \$4,200,000 that the growers received lowing March or April. The beets are usually ready for harvesting from the middle to the latter part of July, the middle or latter part of Novem-

Because of the climatic conditions

Development of the Cotton Crop in the Imperial Valley Has Been Sensational

Great Industry Results From Experimental Planting Intended to Be Merely Ornamental

IMPERIAL, Dec. 21,- The history of the cotton industry in the Imperial Valley is a story of a long series of triumphs over difficulties, The Imperial Valley land has always been peculiarly adapted to the cotton plant, and capable of producing its best yield; but local conditions made it necessary for the grower to learn how to manage, since very few of the methods employed in the old cotton sections could be employed in that section.

The first cotton seed was planted with a view to ornament rather than to establishing a great industry. However, this small experiment was the beginning. The plants grew so well and yielded both in kind and quantity to such a degree that the one who planted was encouraged to plant a larger quantity the next season.

From that insignificant beginning the stacles as fast as they were met and studied-fluctuating from promise to discouragement until it found a solid basis and became among the first of all the valley industries.

Cotton raising, always considered "a poor man's crop," was not looked upon with special favor in the Imperial Valley until the last two seasons. In 1906-7 a few rows of cotton were planted near El Centro, and the results so interested a number of ranchers and others that an association was formed to make larger and more complete experiments with it. A few acres planted in 1908 produced results so encouraging that 800 bales were raised the following year. In 1910 enough land was planted to produce 6300 bales, and the valley produced 9400 bales in 1911. In the next year the demand for hay and grain, together with elimination of the haphazzard cotton grower, reduced the acreage of 1912, but the average yield increased. From the 9000 acres planted that year 8000 bales were picked, and the industry was firmly established.

Continued Triumph From that time to the present cotton raising has been a continued triumph in this Valley. In 1913 the crop Jumped

from 8000 bales to 28,000, and the acreage was considerably more than doubled. The crop for 1914 represents an area of some 75,000 acres and the yield between 60,000 and 70,000 bales, with many hundred tons of seed that will bring from \$12 to \$15 per ton at the gin. The acre yield for 1914 shows a much

higher average than the yield of any previous year. This is due to the special attention that has been given by the growers to cutting the crop for the best results. Many Valley people this season have given their entire attention to cotton raising, a condition not met before bere, and that) increased the acreage. There has also been this year a more systematic and scientific study of the cotton plant and its peculiar needs than ever before, and this has brought the acre yield up to a higher place than it ever before ocupied in this Valley, if not in the entire country.

Up to this year the average yield was never greater than one bale to the acre, rarely that much. This year it will be about one and a half bales per acre. Just how much cotton can be raised to the acre in the Imperial Valley is still a moofed question. On one small highly cultivated tract in the South section of the Valley, on which special care had been given to the plants with a view of obtaining the best possible yield, nearly four bales to the acre were picked.

Until two years ago cotton raising in the Imperial Valley was confined almost wholly to the south end and that portion lying just below, the Mexican border line. In comparison to this, very motion of manufactories and other enter- preferable in point of price and merit. little cotton was raised north of Imperial prises cannot be over-estimated in any City. During the present year, however. | community. cotton has spread in large tracts over every cultivated section of the Valley -the largest increase being in the section lying around the new town of Calipatria, in the extreme north and.

There were also developments during able conditions successfully managed one this year in appliances for taking care of the largest properties in California and of the crop that exceed anything heretofore attempted in that line. Seven new gins were erected in addition to those already in operation, making twenty in estate to a final settlement all. There is one or more glus in every town in the valley, and those erected this year are of the very latest improved and from three to five-stand capacity.

Brings New Industries

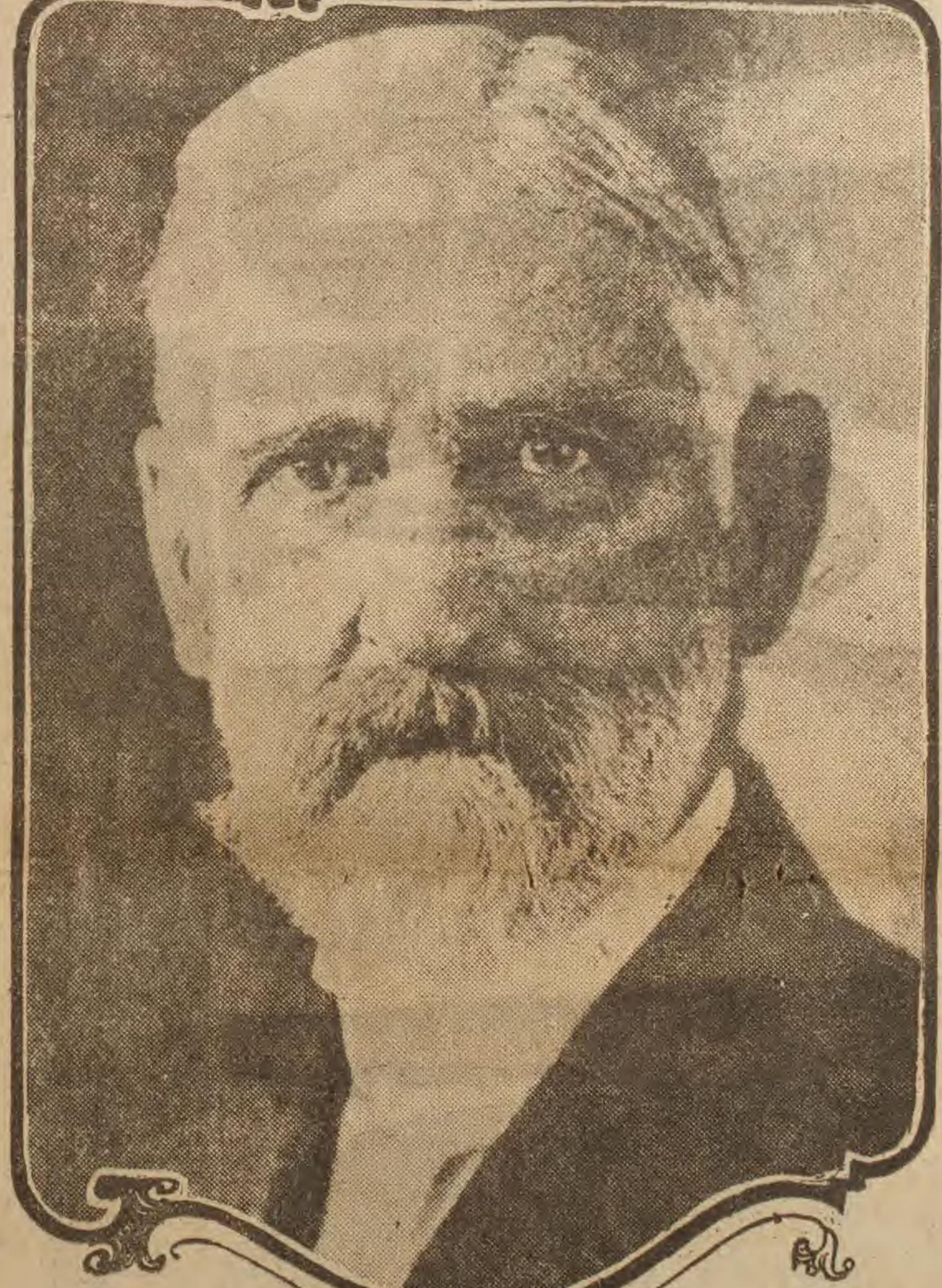
The 1914 crop was considered by cotton men of sufficient importance to warrant other industries connected with the cotton business, Two large cotton compresses, the only ones west of Texas, were built during the year-one at Imperial at a cost of \$30,000, with a capacity of 1500 bales per day, and one of like capacity and about the same cost at Calexico. In addition to these, two large cortonseed oil mills were established Calexico, making three oil mills in operation in the valley, the other one being in El Centro, where it has been operated for three or four years. These mills are erally, this has been unsuccessful, except mation can be had at the office of the come within ten years a formidable comregular product, they send out annually many tons of valuable cottonseed meal. It is estimated by conservative author lift that about \$500,000 is invested in cotton machinery in the Imperial Valley at the present time and, if all things go well, large additions will be made to these during the coming year, or at least in the FRIENDS of social betterment; near future. The increase in the cotton oil production has induced the establishing of a large soup factory in Imperial; and it is not to be wondered at that the remarkable increase in the cotton acreage last year and this has produced some well-grounded talk of a cotton mill somewhere in the Imperial Valley. Talk there use of the vast amount of cottonseed meal produced every season at the oil mills. As is true this year of all cotton growing sections, the European war has

practically taken the Imperial Valley crop off the market, and values cannot be stated at this time, but under the 1913 conditions the cotton crop of 1914, here, would be worth at least \$5,000,000, and it will bring that much as soon as the war cloud fades. One or two more years of such development in the cotton industry as was shown during the last two years and the Imperial Valley will be called by a new name-It will be known as California's "Land of White

There are at this time two cotton associations looking after the development of the industry in the valley. "The Im-(Continued on Page 8, Columns 2-3.)

A COMPANY A MARTINE		and the state of t
ASPHALTUM	\$ 1,600,000	HONEY 250,000
ZEANS, DRIED	5,850,000	1.ETTUCE 140.000
BRICK	1.698.500	LUMBER & TIMBER (IMP.) 5,760,000
		LIMESTONE 217,000
BEER		LIME 125,000
BOHAX		MANUFACTURED PRODUCTS 30,000,000
BUTTER	\$,000,000	MEA'TS, DRESSED 25,000.000
COPPER		MELONS 2,620,000
CLAY		MINERAL WATERS 40,000
CABBAGE		NUTS 3,900,000
CANNED GOODS	3,500,000	OIL OLIVE 1,500,000
CAULIFLOWER	600,000	OLIVES, PICKLED 1,300,000
CELERY	378,000	ONIONS 200,000
FIGMIGNT	3,500,000	PETROLEUM (SOUTH, TER.) 50,000,000
CHEESE	225,000	PEPPERS AND PIMIENTOS 550,000
COTTON	5.000,000	POTATOES 200,000
EGGS	2,760,000	POTATOES, SWEET 40,000
FERTILIZER	1,500,000	POULTRY 1,400,000
FISH, CANNED	2,000,000	SALT
FISH, FRESH	1,000,000	STONE, CRUSHED ROCK,
FLOUR & MILL PRODUCTS	5,000,000	SAND, GRAVEL 2,420.000
FRUITS, CITRUS	33,000,000	SUGAR. BEET 9,293,000
FRUITS, DRIED	1,110,000	TOMATOES 400,000
GOLD	374,000	VEGETABLES, ASSORTED. 525,000
GRAPES	700.000	VEGETABLES AND TRUIT
GEMS	15,500	CONSUMED 12.000,000
GRAIN	6,500,000	WINES AND BRANDIES 2,750,000
GYPSUM	65,000	WOOL 500,000
HIDES	2,500,000	11 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
HAY	4,000,000	GRAND TOTAL\$289,286,500
	2	

Valley as if by magic—leaping over ob. H. A. Unruh Company Factor in Populating Southland



H. A. UNRUH

honorable company having for its object | as compared with other localities less fa- | for a fine district though the acreage

The H. A. UNRUH COMPANY was or

on lands originally subdivided and sold un-

that sales have been greatly lessened, not- company, 716 Trust & Savings Building,

a great deal of attention in endeavoring to I a comparatively small production, this way fully financed by outside capital. In view of all these facts this company connecting the Interstate Highway, withpractically clear and ready for the plow. The remaining one-sixth is delta land reoutring no brigation and of a most fer-

While this company has made its share

HE FOR SALE AT \$20 PER ACRE, ONE- and that with the success of those indi-

alysis, climatic conditions and full infor- probable that Southern California will be

EMPLOYERS interested in the efficiency

of their employes: WAGE MARNERS in general

Will be glad to learn that the organization ranted by general financial conditions.

"MORRIS PLAN" Associations are dig-

J. D. MOLLISON City and Country Property Imperial Valley Ranches 1020 4th St., U. S. Grant Hotel Bldg. SAN DIEGO

Southern California is as free from the enervating heat of summer as it is from the rigors of winter blasts. No one suffers from either heat or cold.

Los Angeles is the only city of its size in the world that has no slum district.

Boating and Canoeing At WESTLAKE and ECHOPARKS

EVERY DAY-ALL THE YEAR LUNCHEONS AND REFRESHMENTS SERVED. King of Fruits Reaches Perfection in Foothills and Valleys of Southern California

Present Orchard Production, However, Is Less Than a Tenth

of Local Consumption

The most glowing testimony to the horticultural capacity of the Southland, with its perfection of citrus production, breadth of sub-tropical product, lies in the growing importance of its deciduous output, and especially in its upples. This, the king of fruits, crowned because of its multitude of uses and unexcelled keeping qualities, which make it a staple throughout the year, has been proven by careful experiments, to be perfectly adapted for a wide range of footbill and mountain country, and Its plantings may be said to be only begun. The apple will grow, produce fruit and attain long life, in almost every district. But it is only when the proper climatic and soil conditions are found that it has the finest keeping quality. The first essential in the production of the apple is the clearly marked seasons, for this fruit comes to highest perfection only when the trees have their period of rest and the sup is driven back by the cold of the winter to the roots for the required period of dormancy. Hence the horticulturists turning toward the making of this fruit in its best wave sought elevations where the winter brings snow and cold sufficient to meet these conditions.

10 Per Cent Local

Conservative estimates place the output of apples for Southern California at below 500 carloads during the season. It is likewise estimated that this is not one-tenth of the consumption of the tetritory tributary to Los Augeles, Probably the largest producing territory is found in San Bernardino County. In that empire, with its high mountains and vast high-lying valleys among the footbills, the greatest advances have been made in this culture.

At Oak Glen, which district lies partly in the county named and in Riverside the trees are now from ten to thirty years old, and the district has pleided in a favorable year 250 carloads of apples of the very first quality. It is neighbor to the comparatively new territories of Yucaipa and Beaumont, where the young orchards are just coming into beating, and which will prove two of the highclass districts for the fruit. The suntmits at Pine Crest and Thousand Pines are now producing lightly, as are smaller

valleys. In the Victor Valley, along the Mohave ! river, the soil and climate have been found to be just what is needed for this fruit, and while the production probably would not exceed a score of cariouds a year now, there are thousands of acres in the foothills, in the valleys, which run high into the flanks of the mountains. where in time there will flourish the est orchards and from which will fruit of the first quality.

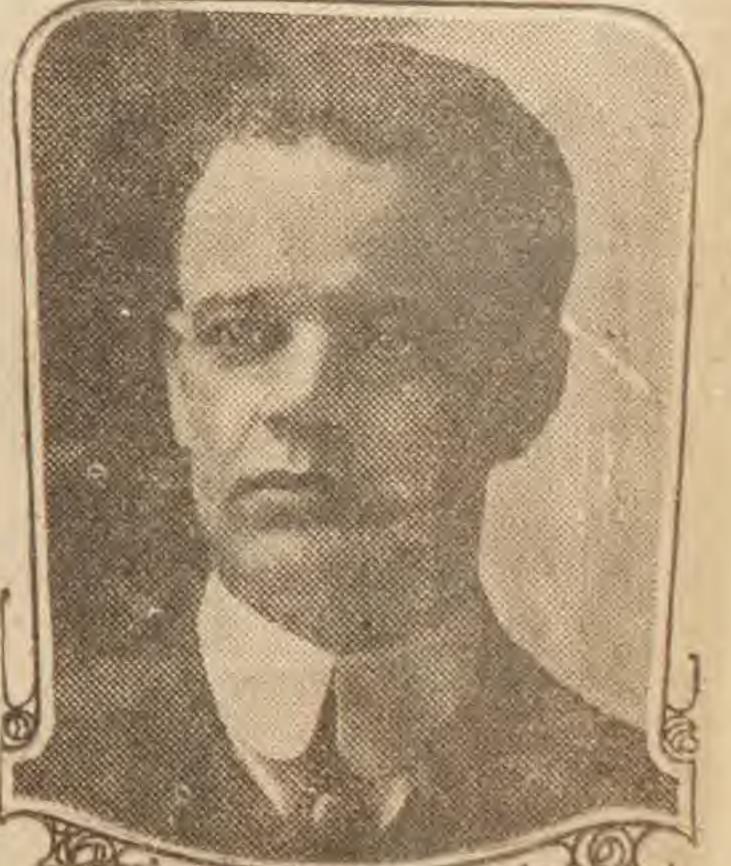
Further north along the flanks a fine mountains, on the edge of the desert. there are smaller valleys, as the Aute lope, where there promises to be material development of the growing of the king of fruits. Then in the upper levels of the Owens river country there is being developed a region which promises to become a factor in the decidnous markets, for there is every one of the factors necessary to make the growing of this fruit, in its highest perfection, possible and profitable.

In San Diego County, in the mountain ranges of the Cuyamacas, which horder the Salton and Imperial Valleys, on the crest is the Julian district, where the production may be fairly well developed, though the fact that transportation must be by truck or team, will hold buck the fullest use of the rich mountain soils. Likewise, in the southern edge of River-The value of an efficient, reliable and | ues investments are of assured profit and | side, below Hemet, there is a prospect vorably located investments here are far may always be small.

While from all of these various and widespread districts there is now such is only for the present. It is estimated that already more than 10,000 acres of young orchards have been set out within the past eight years, when the industry received such an impetus through the . practically even opening of the Beaumont, Yucaipa and Victor districts, Ami the end is not yet, for the ultimate neruge available might be estimated at as

much more. Arises then the question as to the future of the industry. Taking into account the immense amount of this truit imported into Southern California from the northwest and the Rocky Mountain districts, it would appear impossible to flood this murket, Likewise, there is ro be considered the export trade, of which the apple industry will claim its share of assistance in the way of added transportation facilities through the Panama

In view of the fact that there is such a limited area, comparatively, which may be found entirely adaptable to this fruit cated districts there will follow the out ting out of the trees which have been put out in lands fitted more peculiarly Maps, photographs, government soil an- to other horticultural products, it seems petitor of the Pacific Northwest, in the production of this excellent and profit earning fruit



KENNETH WALLACE

Kenneth Wallace specializes in Foothill Acreage for Country Homes, and attractive mountain refreats and mountain land of all kinds in Southern California.

LOS ANGELES 'EXAMINER'S' NEW HOME NEARING COMPLETION

The Largest Exclusively Newspaper Building in the World



Decoration of the Lobby and Offices on Ground Floor Will Soon Be Finished

LTHOUGH it has been occupied since late in the fall of last year, the splendid new home of the Los Angeles "Examiner," one of the chief architectural monuments of the growing city, belongs also in the list of buildings in course of construction the present year, the elaborate and costly finishing of the vestibule, lobby and business offices on the Broadway half of the ground floor being now just about completed. The exterior decoration, including the beautiful lighting effects, observable at night, are of the present year's accomplishment. Also the new street, an extension of Broadway, in front of the building, has been

The condemnation suits for the removal of the short barrier which divides this new Broadway from the great retail thoroughfare of the city, and its extension south to Pico street, have been prosecuted, and in a short while the "Examiner" Building will be joined to the great artery of the business center, linking a chain. of three "Examiner" Broadway offices, at about equal distances -at First, Fifth and Eleventh streets. By a further series of condemnation suits, Broadway is to be extended to Washington street.

The crowning achievement of the architectural and decorative plans for the building, both artistically and chronologically, is the completion of the beautiful main entrance on Broadway and the business offices at either side of it.

Decorative Scheme

"Examiner" Building is divided almost in half by a wall running longitudinally through the center, the rear section being devoted entirely to the great presses and mailing department, the front section entirely to the public business offices of the paper.

This immense public office space, 310 feet long and of proportionate width, has been subdivided into four main sections, the entrance vestibule in the center of the building, which opens directly from Broadway, giving access to the lobby, occupying the space under the dome, and on either hand to the Nery large public rooms, which

occupy the entire Broadway frontage of the building.

This suite of rooms, practically only divided by screens, gave an unusual opportunity for an interesting decorative scheme, the whole being treated as one design. The lobby, as the center and radiating point, has been the more richly treated, the office wings being kept harmonious in color and scale, but more fittingly simple.

From the first Mr. Hearst wished that the decorations of this interior should be carried out in the character of the Spanish Renaissance at its best period, and, as a concrete example of his meaning, sent out here two very fine old Spanish columns taken from a dismantled palace, carved, modeled and colored by the Spanish craftsmen of the sixteenth century. They have helped more than many photographs and drawings would have done to make those actually carrying out the work understand just what result was aimed at-not the reproduction of these colonettes or any part of them, but work having the same characteristics, boldness of relief, naiveness of fancy, and soft richness of color. And if the lobby decorations prove a success it will be because sculptor, painter and craftsman caught the idea that what was wanted was not a copy of any existing old work, however fine, but the production of a new piece of work in the spirit and technique of the old.

Unusual Treatment

The lobby itself offered such a variety of forms and materials that to keep the ornament called for by the style chosen all in proper relation, and to give each part its due value was no mean task. Just opposite the main archway an elevator suggested an unusually decorative treatment with stairways on either side leading to the stories above.

Originally it was planned to leave the three large arches back of the stairways between the lobby and the press room open, so that the public could look through and see the presses at work. But fear that the noise would be too annoying in the lobby caused this idea to be re-



Most Impressive Marble Work Installed on the Pacific Coast

luctantly abandoned and the

The original colonettes were very tall and slender, decorated as for a gala salon with quaint little figures of dancing children, droll masques and festooned garlands hung on and about the shart. They offered their suggestions, but there were marble counters to carve, the elevator shaft to encase, wrought grills to fill openings, and arches and wall surface to cover fittingly.

"Queen of California"

Perhaps one example will make clear what has been attempted in the way of ornamentation, the elevator shaft serving for a typical instance. On either side of the doorway of the elevator are carved marble shafts. Instead of copying the design of some Spanish column of the period whose ornament was based on some family's coat of arms, or some family legend, the sculptor took for his motif the old tale of "Califa, Queen of California, her Amazons and the Griffons who fought for her," and so the rich arabesques of the shaft twine about the head of that warrior queen, her shield and sword, her "fire eating Griffons such as never were seen" her Amazons standing guard on the sides with the little Indian "children who were banished to the main land" crowning the arabesques.

From the capitals look down the heads of those who followed

Queen Califa in California, legend and history, Indian, adventurer, soldier and friar, all so quietly a part of the general design that they are only found when searched for, yet adding their part toward making what could have been a meaningless jumble of ornament into something pleasing to the eye and also suggestive of our inheritance as Californians.

Beautiful Marble

The marble work in the lobby and elevator shaft is declared to be the most beautiful ever installed on the Pacific Coast, and to compare favorably with the best in the world. The material and workmanship are of the most expensive kind. The marbles are extra heavy and nearly all hand carved.

Gray Tennessee marble has been used in the stairways at either side of the elevator shaft. The stone elsewhere is the Colorado Yule toned to a beautiful ivory white in color.

The waiscoting, tops and heavy molded divisional posts of each of the long counters in the two offices at either side of the lobby are also of Colorado Yule.

In contrast to the marble wainscoting and columns are the rich brown tones of old Spanish walnut, the doors of the elevator, those leading from the lobby to the offices and also the heavily beamed ceiling and the handrails and balustrades of the stairways. The main floor of the

lobby is in color tile, an absolute reproduction of the old tiling used

The contrasts are greatly heightened by the treatment of the wall surfaces, arches and piers, which are similar in composition to that used by the medieval Spanish architects and artisans. Gold and primary colors applied to these carved surfaces complete the gorgeous effect.

The offices of the general manager and publisher occupy the Eleventh street, or north, end of the Broadway front, adjoining the big public room, which extends northward all the way to the lobby, and which contains the advertising department, the cashier's office the bookkeepers and business telephones. The similar large public room to the other side of the main entrance and lobby is devoted to the circulation department, while at the extreme south end is the premium department and display

The beautiful offices will soon be completed and open to the inspection of the public.

Beauty and Utility

The largest exclusively newspaper building in the world, the "Examiner's" new home, is remarkable both as an architectural achievement and as a manufacturing plant. In both beauty and utility it has perfections all its own.

A year ago, in the Anniversary

Beautiful Interior Effect After the Manner of Spanish Renaissance Obtained

partment.

Edition of the "Examiner, Miss Julia Morgan, the designer of the building, remarked that

architectural opportunity in this South Land, where public and business buildings might well be a part with their environments, and where the rich color and contrasts and rich shadows could be allowed to play such an invaluable part in the design."

The full significance of the architect's vision was not then as apparent as now. The color scheme, with its lights and shadows, has gradually emerged like the unfolding petals of a flower, richly adorning the walls, which then already suggested to that Spanish authority, Charles F. Lummis, the happy phrase of "singing architecture."

The Spanish Colonial and the Spanish Renaissance, which, for example, have been used so beautifully in the San Diego Exposition, supplied the inspiration for the "Examiner's" architects, who, however, like the Spanish Mission fathers, copied no existing building, but developed a type blending the artistic and the utilitarian in harmony with the environment of unmatched climate and brilliant sunshine.

and brilliant sunshine. A newspaper plant, such as is required to produce the Los Angeles "Examiner," is really an immense factory, containing giant machinery and a multitude of mechanical departments, as well as the editorial and counting room branches. This beautiful structure measures 2,497,074 feet in cubical content; it is 323 feet long and 114 feet wide; the floor area is 102,272 square feet. No expense was spared to make it perfect in every detail. It is said to be the only building in the country which is made entirely of reinforced concrete.

All in Proper Relation

The nearly ideal arrangement and distribution of the departments is due to the instructions of Mr. Hearst, that the production of a newspaper should be the primary thought. The mechanical plant was laid out in its entirety, even before the architectural plan was determined. The departments are located in their proper relation to each other, to insure the minimum of lost motion and the maximum of efficiency.

In close proximity to the editorial are the other departments with which it has direct relations, the library, artists, photographers and etchers. The "copy" flows through the editorial in a straight line, on to the big com
posing room, where it is put into
type, while concurrently, the illustrations, originating in the
photo room and library, proceed,
step by step until the etchers deliver the finished plates to the
"make-up" for assembling with
the type in the forms. These
forms then have to go only a
few feet to the "mat" making
branch of the stereotyping de-

Thus, on one floor, with every department which has to do with the process being in close and logical proximity to the others, the newspaper has been evolved and practically completed. All that remains is to shoot down to the lower floor these "mats," each of which represents a complete page, and from which the metal plates are then cast and put on the big presses. An electric button is pushed, the wheels revolve, the printed papers are delivered in bunches mechanically counted, to a mechanical carrier which transports them to the mailing department, at the doors of which automobile trucks are in waiting to rush them to the trains, to agents, delivery stations and newsboys.

Has No Superior

Not only is the "Examiner" plant a wonderfully perfect machine, but it excels in arrangements made for the health and comfort of the employes. The great composing room has no superior the world over in its sanitary provisions, including ventilation, light and the elimination of the fumes from the melted type metal. In equipment it has no equal west of Chicago. With a length of 110 feet and width of 94, it has a floor area of 10,340 square feet, and would hold more than a regiment of men in close formation.

Nearly half a million dollars was expended in equipping the press room, another great department. It is 200 feet long and has an area of 9747 square feet. The immense machines will print, fold and count 165,000 twenty-four-page papers in an hour. The big color press is the only one of its kind in the world, with the exception of its duplicate, in Chi-

Not only is it the greatest exclusive newspaper building in the world, but in the perfection of its details it challenges comparison.

cago, owned by Mr. Hearst.



Representative lusiness and professional men of Los Angeles

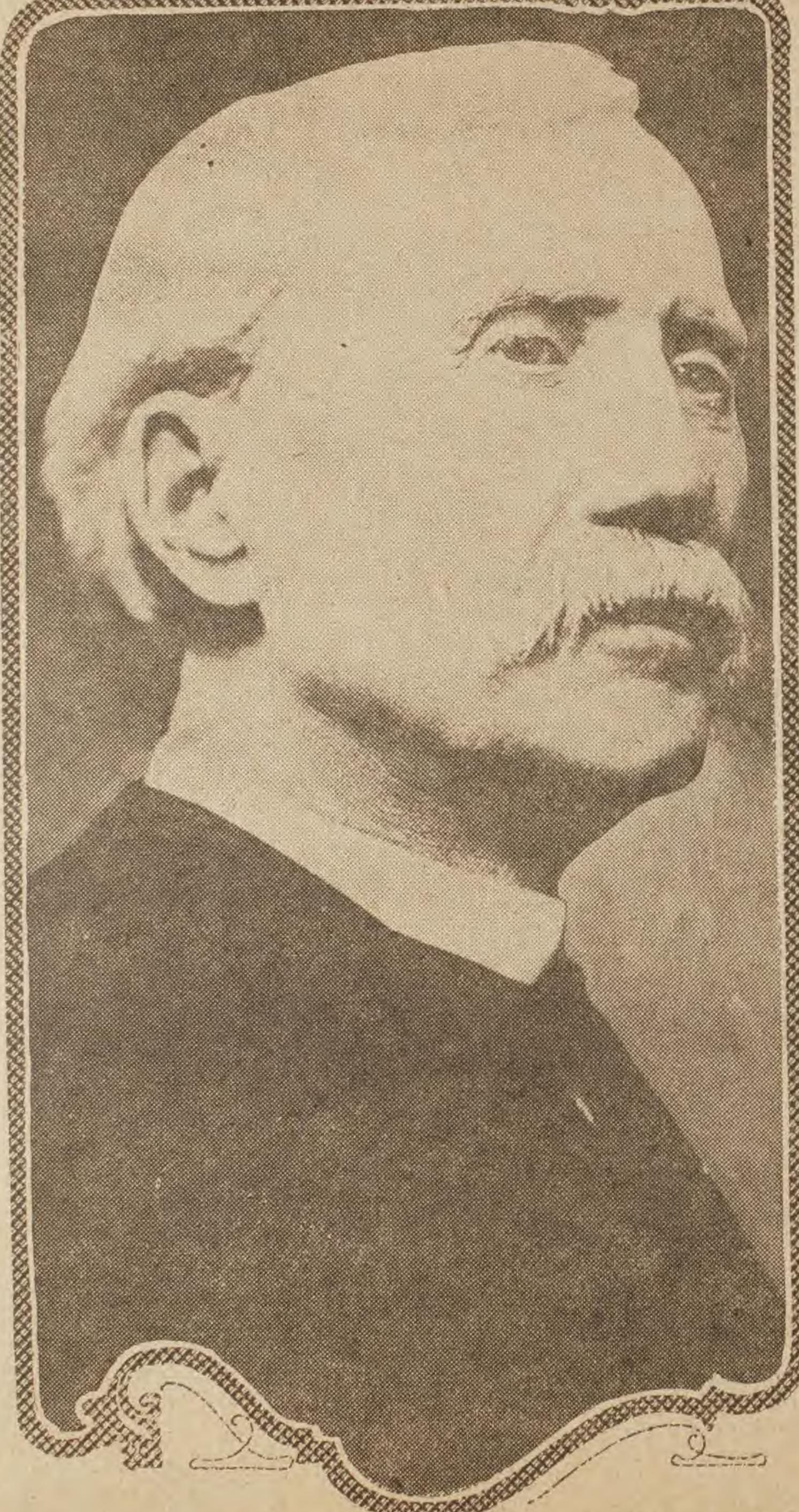
E. W. Sargent, "Father of Los Angeles Land Title Business"

No single condition has contributed more towards the great increase in realty values in Los Angeles than the security and certainty of title transactions involving the houses and land. In no city in the United States have the title companies achieved greater usefulness or reliability. This business has already been placed on as safe and sound a basis here as in the large centers of the East, where title insurance and systematized title searching have been in vogue for half a century or more.

No individual has had a greater share in bringing about this condition than Edwin W. Sargent, vice president of the Title Guarantee and Trust Company, known among lawyers and realty operators as "The Father of the Land Title Business" in Los Angeles. Although in the evening of his life, Mr. Sargent is still an active member of the legal profession, keenly interested in the science of the protection of land titles and a vigorous advocate of every movement for the betterment of the civic and commercial conditions of Los Angeles.

Mr. Sargent, who has occupied a leading position among the professional and business men of Los Angeles for many years, was reared in Wisconsin. He matriculated at the University of Wisconsin, Liberal Arts Dept., in the year 1868, and continued his studies there until the latter part of 1870. He then moved to Iowa and in 1873 entered the Law Department of the University of Iowa City, graduating the following year with his law degree.

He came to Los Angeles in 1886, after a decade of practice in Iowa and Kansas, companies in the city.



former system.

his associates organized the Sargent with his energy and States. Each is housed in a Los Angeles Abstract Com- force of character took the splendid office building. pany. The company adopted | leading part in the establish- among the handsomest in the city. what is known as "the prop- ment of the Unlimited Certifi- Aside from his own business interests erty system," by following the cate as the universal and ac- is quietly yet effectively a strong toster title to each individual piece | cepted means and evidence of of land by the different refer- title employed by people in of the Masonic Order, a Knight Templar and Shriner, and a member of the Jonaences that are made by all in- | the real estate transactions in | than Club and Los Angeles Country Club.

where he acquired a reputa- | struments affecting the title. | Los Angeles County. tion as an expert on land | The community soon learned | Los Angeles Abstract Comlitles and questions involving that for a moderate price it pany, being a success from real estate. When he first ar- obtained the most competent the start, the business was rived in Los Angeles it was a legal opinion that could be soon expanded by the absorpsmall city, but even then gave given on titles to real estate. | tion of other firms, and in promise of the greatness it These Unlimited Certificates 1893 it was reorganized and has achieved. His legal title of Title soon commanded the the name changed to the Title business in Kansas made him | confidence of real estate deal- Insurance and Trust Comfamiliar with the activities of ers, money lenders and banks, pany. The following year the title guaranty and ab- and in a few years there was Mr. Sargent retired from this stract companies, and he a complete change in the company and organized anknew the opportunities they business of furnishing evi- other, known as the Title offered. He discovered, on | dence of title, which was done | Guarantee and Trust Comlocating in Los Angeles, that | quickly and at a great deal | pany, both of which compathere were no title guaranty less expense than under the nies are now recognized as among the largest concerns In 1887 Mr. Sargent and It is conceded that Mr. of the kind in the United

Rounds Out Successful Career in Southern California



O. H. Churchill has been one of the interest in the welfare of his adopted | business, occupying an important part | He was one of the organizers of the from business life, still maintains a deep a while and then engaged in the cattle peradoes on the plains.



firm of Quinton Code and Hill Consulting engineers, 1110-12 Hollingsworth Bldg.



sons of Los Angeles who have done much toward helping the intellectual and educational activities of the city keep pace with its great commercial and industrial strides, none occupies a more conspicuous place in the world of letters than George Edwin Burnell, scholar, lecturer, author, philosopher and "business man."

"Philosopher and business man" may sound like an anomaly, but George Edwin Burnell is one of the very few men the genius of American civilization has produced who has been able in the midst of a life of profound and intensive study and contemplation to reach the beights of success in enterprises that called for the application of practical skill in business. affairs of extensive scope. The versatility of his genius has been manifested in a way that has made him at once one of the most noted thinkers in the world and at the same time a developer and upbullder of the arid wastes of the great Southwest.

Mr. Burnell has been reluctant to commit nimself to the general public on the vital deductions of his investigations, preferring to retire as much as possible from the curious or those temporarily infatuated by psuedo new cults. - Concerning the

career, he maintains reticence. Before the Ladies' Ebell Club of Los Angeles he was induced to give a psychological interpretation of the ancient sacrificial arts and their influence on modern

with any sect and has never sought to

"There is a tremendous stream

of mental refreshment flowing

throughout the civilized world. These are days, great days, and history shall busy itself with the most stupendous intellects that the cosmos can furnish. See that you stand in with the imminent and almost inevitable possibility of being born mentally. Keep your mind in the atmosphere of liberty. Do not contract any covenants with any of the propositions which your ignorance shall suggest; and when that mind opens its mouth to breathe for the first time the airs of life, it shall find about you and within

you a magnetism of freedom, an atmosphere of freedom, so beautiful to its new dawning existence. The mind-born people of these States shall be preeminent in the several years that are immediately to come; and those who do not receive this quickening of the mind shall become as animals in the presence of this kingly race."

George Edwin Burnell

The above excernt from Mr. Burnell's lecture entitled, "Nibblers; Medicine for Mental Lockjaw Applied," concretely summarizes his philosophy. A firm belief in truth as the only panacea for the myriad difficulties of man is the alpha and the omega of the doctrine that he preaches. In discernment of truth he finds the only possible relief or escape from the decadence that materialism and ignorance are bringing into the world.

For more than twenty-five years Mr. Burnell has devoted himself to the study of metaphysical subjects, with particular attention to an interpretation of sacred

Notable among the list of his lecture subjects are: Intuition Areas, Rational Empire, Flambeaux, Super-Jurisprudence,

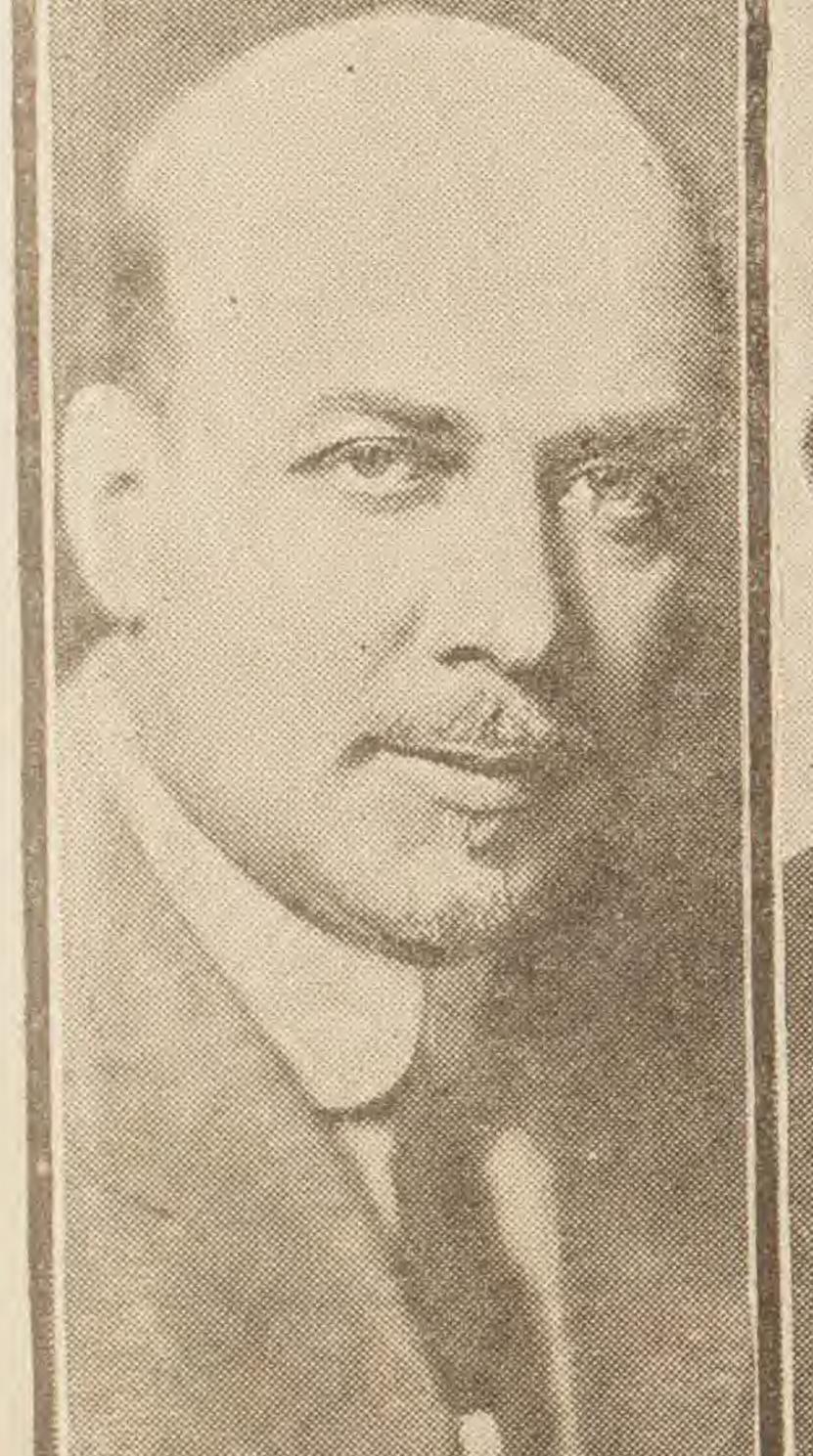
Super-Classics, Mens Rutionis. The above form but a small part of the great variety of topics on which Mr. Burnell has lectured and in which he has reiterated time and again the underlying

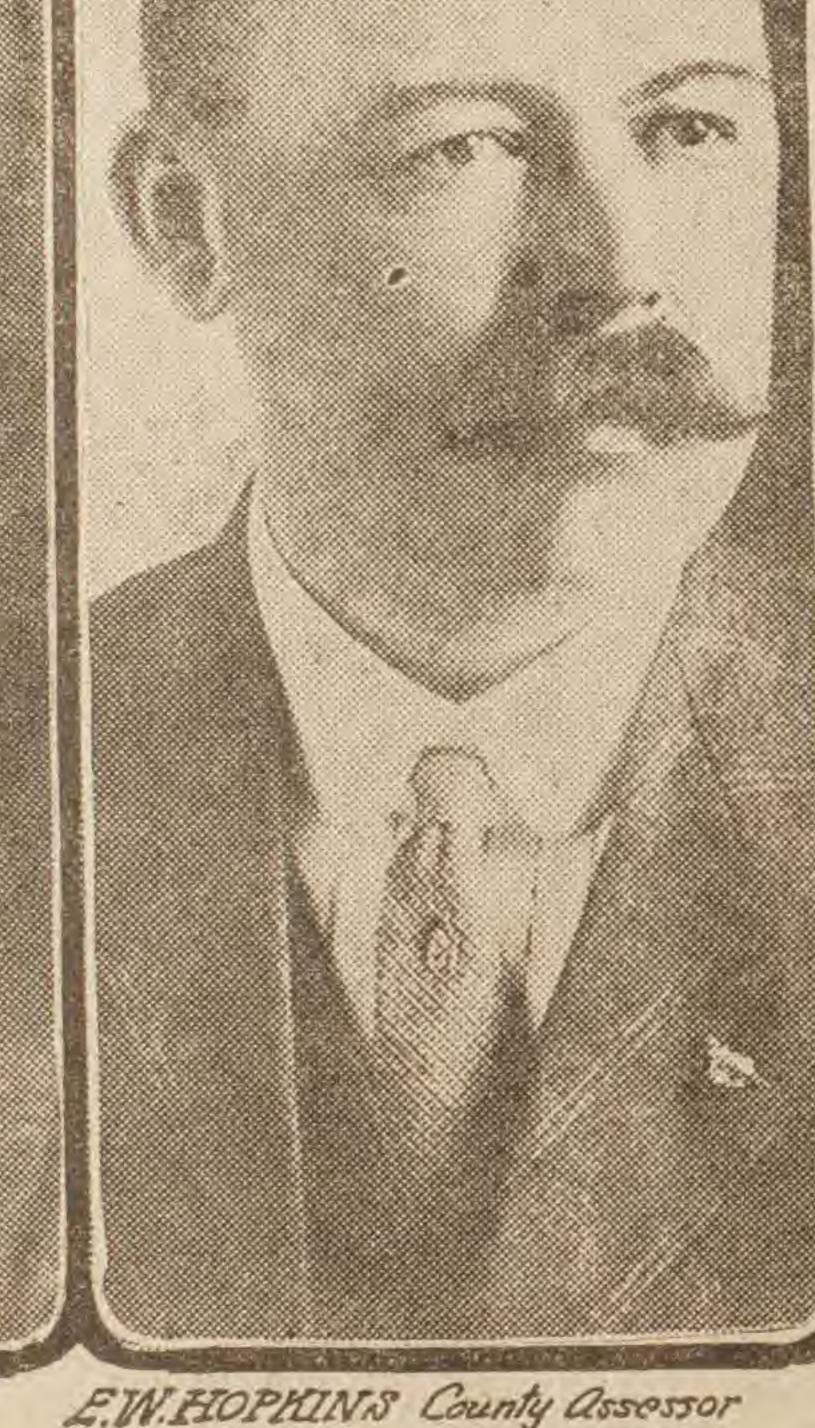
basic fact of all philosophy. As an apostle of truth he has given to Los Angeles and to the world a collection of concrete facts that mark him among the great students

He has been classed by literary critics with Nietzsche, Maeterlinck, Walt Whitman and Emerson.

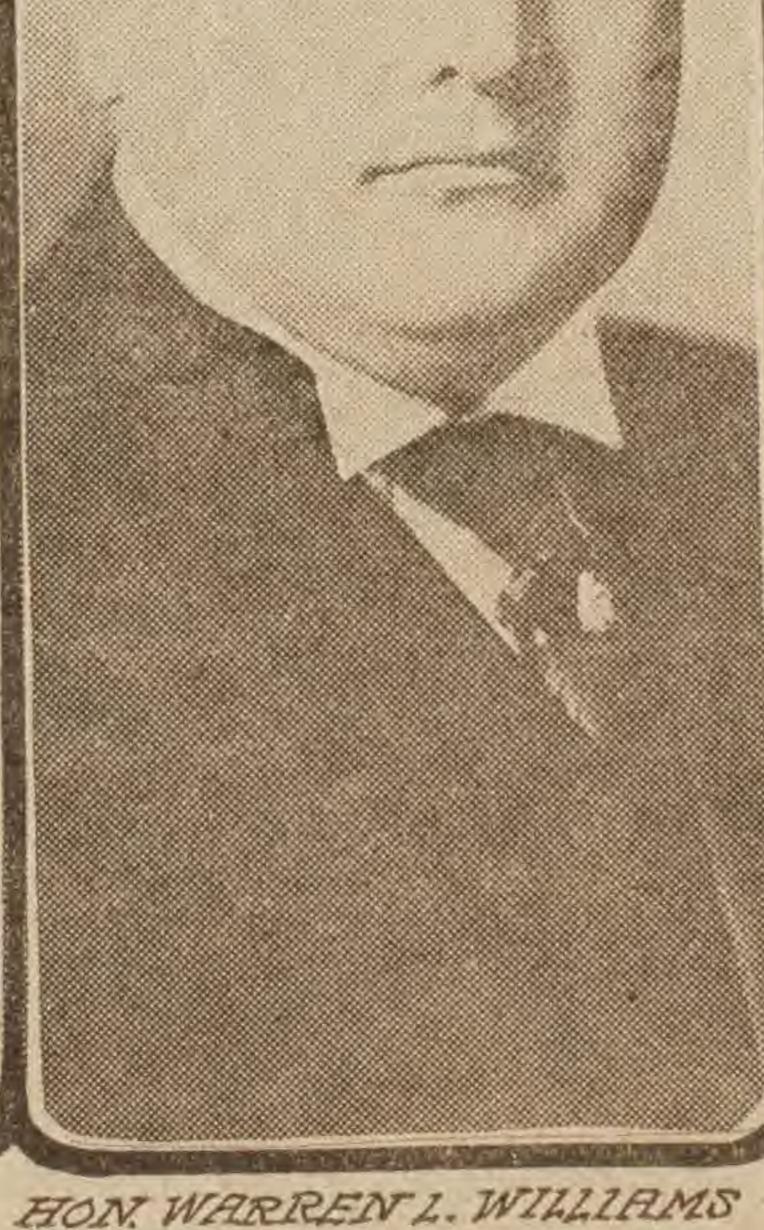
Mr. Burnell removed to Los Angeles in 1901. While he has given largely of the passing years to research, he has not been content to remain a mere passive spectator of the great events that have been shaping themselves in the Southwest. Since his arrival here he has taken hold in practical ways and won for himself a place in the list of those who have struggled with success to make this section = the great goal of the twentieth century hegira. In a large way he has been identified with the development of firmwon over to civilization vast tracts of otherwise valueless arid and. Ills conexperimental evidence collected during his stamp him as a practical empire builder. He is president and director of the Call George Edwin Burnell traces bis an establish a cult following of any kind. public schools of Minneapolis, to which His prolific mentality has found outlet in place his parents had removed. After

a vast number of reports on various sub- attending the high school of that city be jects read by men of thought everywhere. from which he graduated. Later he became a student at the Morgan Park, Ut. Theological School and afterwards at the Union Theological School of Chicago, III. During these years his taste for acudemic pursuits was developed and, although shortly afterward he was compelled to enter upon a business career, he never lost sight of the study that he had portunity for study that he craved, and at the earliest moment he made business a secondary consideration and began the task that has won for him the place he now holds in the world of letters. He is a devout follower of golf and an sports. He is a Phy Delta Thera man Los Angeles Country Club, Jonathan Club, Los Angeles Athletic Club, Olympic Club of San Francisco and San Francisco Gelf and Country Club.











HON. GRANT CACKDON

FORTUNES IN REAL ESTATE

Los Angeles real estate are common small profit and returned to his native here. Here is one,

R.I. ROGERS

man of Minneapolis, came to Los Angeles | returned to Los Angeles and are now | a country road.

Stories of the marvelous increase in | there two years. Then he sold it at a , men appraise the site at \$100,000.

HOW. J.W. SUMERFIELD

property he purchased so cheaply. At stantial cottage and with his wife lived I is at 813 South Flower street. Realty | value, Fortunes are thus being made, | driven by women, 102,

MANY WOMEN DRIVE LOS ANGELES AUTOS

Two men wished to know if the women Lang now wishes he had kept the of Los Angeles were driving automobiles to any extent. They were in Central W. H. Lang, a prosperous business | A few months ago Mr. and Mrs. Lang | the time he bought it Flower street was | Park, at Fifth street, and started to to locate thirty-one years ago. In 1883 | living at Alhambra. The other day Lang | There are plenty of others here who | north to First street. This is how their | eral waters, valued at more than \$1,000,he purchased for \$750 two lots with a sought out his old home. The house is realize that Los Angeles is still growing count stood at First street: Autos seen 000. Two-thirds of this supply comes from combined frontage of 100 feet and a depth | still standing but is shortly to be removed | just as rapidly and are purchasing prop- | by the first man, 178; driven by women, Germany, France and Austria-Hungary. of 150 feet. He built himself a sub- to make way for a large building. It | erty merely to hold for the increase in | 94; autos seen by second man, 182; With these countries war-ridden, there is

WEALTH IN MINERAL WATERS

Government experts show that annually

California is rich in mineral waters. I the market for the California product. The United States Geological Survey imported into the United States from | states that there is a somewhat popular not possessed by any American waters, an excellent opportunity for extending waters from Europe might be equally waters.

satisfied by waters from American

The mineral springs of California are very numerous and of great variety. The count as they walked to Broadway and Europe there are 3,000,000 gallons of min- but fallacious impression that certain salts most commonly found in the spring European waters have medicinal qualities | waters here are carbonates, sulphates and chlorides of magnesium, sodiam, calcium and iron. Southern California could more and that many persons addicted to these than supply her own need in mineral



A Newspaper Audience That Never Stops Growing

—One That Most of Los Angeles Looks to for Its News of the World, the State, the City and the City's Market Places

OS ANGELES has the largest building-and architecturally considered-the handsomest in the United States, devoted exclusively to the production of a newspaper.

In this newspaper, the Examiner, Los Angeles has a newspaper second to none in the world. Its audience represents the greatest purchasing power in Southern California--a power that is continuously growing.

that counts.

In this newspaper, Los Angeles has also a newspaper which has for its foremost consideration the upward growth and progress of this city and her splendid citizenship.

The Examiner has adopted as its own the creed of the Los Angeles Chamber of Commerce, and has pledged itself to uphold the following activities in every justifiable way:

To investigate the needs of Los Angeles concerns—

To foster and encourage their activities— To assist in securing for them all possible financial support—

To recommend to them new lines of industries—

To champion their products-

To seek for them new markets, both foreign and domestic—

To do everything possible to make the words "Made in Los Angeles" a trademark of popularity in every region.

Thus has the Examiner, while identifying itself with the intimate growth of this great city, become itself one of its great institutions.

Local and National News Second to None

The causes which have contributed to the Examiner's growth and strength are of interest alike to readers and advertisers. They embrace every feature which makes a newspaper of character and force. Briefly they include:

The vigorous, veracious way in which both its local and foreign news is handled. Besides a large staff of experienced local reporters, it has the telegraph news of two great national services—The International and The Associated Press, thus making possible its graphic and authentic reports of every noteworthy event of the hour—its stories of today's history-making war by the ablest men in all journalism—the pictures of people and events fresh from the cameras of a corps of photographers which covers two continents.

The accuracy and completeness of its business and financial pages. Each contributor is a recognized authority, a leading specialist in his line. Incomparable in quality and in completeness is the Examiner's news of this character. A fact which has nation-wide recognition, not only in the business world, but among makers of other newspapers as well.

In Art and Literature the Examiner is foremost in the front rank of authentic commentators. Music and the drama never had more noted exponents than those who contribute to the Examiner today. In no other Los Angeles newspaper are they accorded so much constructive criticism as in these columns.

So it is with the news of Society and Clubs. Through exceptional facilities the Examiner covers this field in a manner as comprehensive as it is clever.

Its special Editorial Contributors comprise a brilliant staff of such well-known writers as Elbert Hubbard, Garrett P. Serviss, Edgar Lucien Larkin, Dorothy Dix, Winifred Black and James J. Montague.

In Sports the Examiner believes itself to be without competition. Every branch of sport is written by an expert, and the whole is under the supervision of Mr. Walker, one of the most authoritative writers on sports in the United States.

Constant Growth in Circulation— A Greater Strength in Advertising

Because of the superiority of the Examiner in every branch of news, it is the one newspaper of Los Angeles which goes directly into the home, more than 84% of its circulation being by carriers.

The Examiner maintains a direct and continuous service, without any breaks, in the entire city of Los Angeles and its adjacent suburbs, and because of its quality the Examiner is read by prosperous people who provide themselves with the best the market affords, whether it be a newspaper or mer-

chandise. The Examiner's price—75 cents a month, or 21/2 cents a day—is within the spending capacity of all.

Finally, in the Advertising columns—a vitally important part of this newspaper—are represented Los Angeles' leading merchants in every line and the foremost manufacturers of America.

While giving to its readers a great variety of the best opportunities for buying in all lines, in many of those things which make their special appeal in the home the Examiner has carried during 1914 more advertising than any other Los Angeles newspaper. Among these are included Automobiles and accessories, Women's Cloaks and Suits, Millinery, Men's Clothing, Pianos and Musical Instruments, Furniture, Carpets, etc.

Why the Examiner

Because of its civic and State co-operation; because in news, editorial and pictorial contents it mirrors the brightest minds of the day; because it offers advertising opportunities to shop wisely and economically, the Examiner has come to be "The Great Newspaper of the Great Southwest."

That's why it is read by more people than any other newspaper printed in Los Angeles;

That's why it has the most progressive, most prosperous, most responsive newspaper audience in the great Southwest; That's why its circulation is being constantly added to by the same kind of people—the kind of newspaper circulation

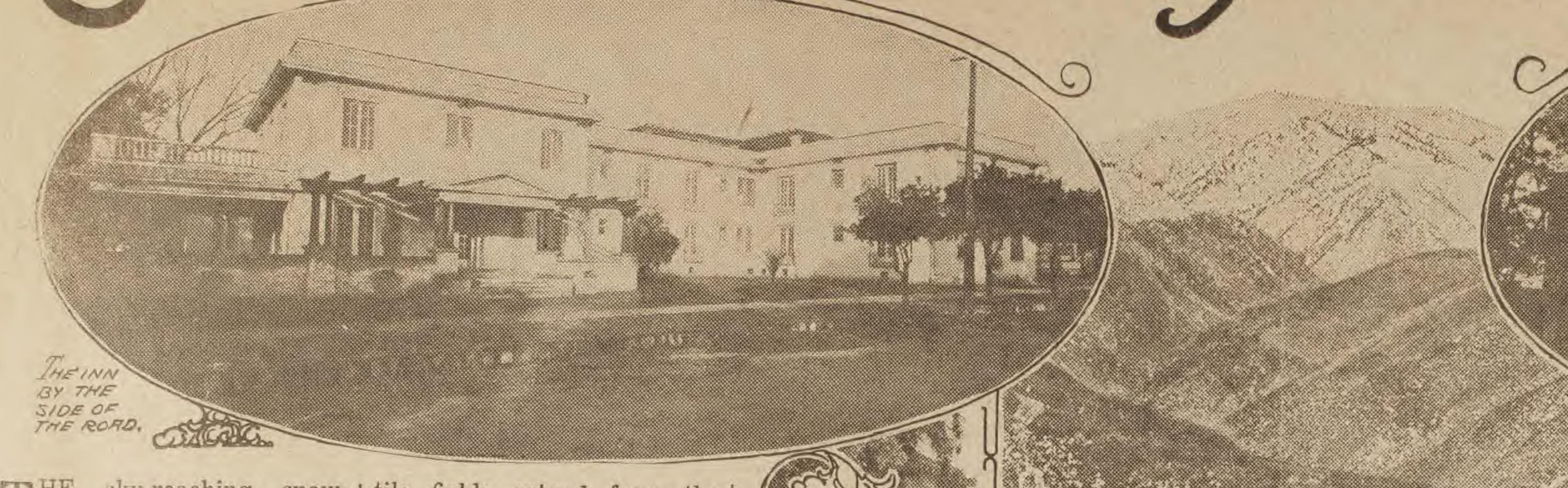
The Examiner reaches over 70,000 families daily—more than 150,000 on Sunday—and is read by several times that many people. A tremendous audience to talk to through advertising—and one whose responsiveness is great in proportion.

All these facts are familiar to successful advertisers. They have learned that the Examiner yields a return of 100 per cent plus for every advertising dollar invested in its columns.

It is only natural, therefore, that merchants with worthy merchandise and manufacturers with meritorious products find it profitable to follow in the leaders' footsteps—and, in so doing, reach the preferred patronage of Los Angeles in the most effective manner possible. Maximum results necessarily follow.



GASABLANCA - The INN AMONG the ORANGE GROVES



THE sky-reaching snow- | tile fields extend from the | ground, and almost within erboard fields of green trees, | productive land. with the golden fruit globules hanging in heavy clusters, is the nature picture that will this winter inform the westbound thousands that their overland train has reached the vicinity of Ontario, California, "The City That Charms."

ley, thirty-eight miles east of west. It is two hundred feet Los Angeles on the main line | wide, affording two distinct of three great transcontinen- paved and oiled driveways, tal railways, the Salt Lake, each fringed with pepper, Southern Pacific and Santa | palms and grevillia trees and | string out to all the world. The Pacific Electric Railway, with an hourly service, and highest type, residences that reached, there looms before ous picture with which nature est that money can secure. All waffle, squab and waffle or its own orange groves, in California points. Passing through it are two asphalt prosperity of the common- equipped and furnished re- A Botanical Garden state highways—the Mission | wealth. Boulevard from Los Angeles to San Bernardino.

Elevation 900 to 2500 Feet

covered peak of Old foot of the mountains across Baldy towering in the back- the valley to the hills on the other side and comprise thoureach of the hand the check- sands of acres of increasingly

The main street of Ontario, which divides the city in two ! and forms a magnificent backbone on which rests a beautiful frame of picturesque homes and groves, is the celebrated Euclid avenue. This unique drive stretches for fourteen miles from the foot-Situated in a beautiful val- | hills, skirting Upland on the industries that evidence the the most magnificently rangy, spacious lines.

An auto drive of an hour | ifornia.

Fe, Ontario has an easy latch- separated by the interurban beauty, in the midst of which | finished entirely in white, | foct veranda runs all around | a few minutes will suffice to | sures the very best of everyrailway. Throughout its en- lies the model city. Just as | with tiled roof, forms a har- | the hotel.

sort hotels in the State of Cal-

tire length are groves of the the approach to Ontario is monious center for the gorge-

occupying a commanding po- ered hills, brings one to the eries equal to anything that night spreads a golden glow decorations.

its wide-spreading network of reveal wealth and content- the vision of the autoist the has surrounded it. It is two the sleeping rooms, every one Belgian hare and waffle din- which the guests are allowed lines, joins it to all Southern ment, or business houses and beautiful Casa Blanca, one of stories in height, built on of which has its own private ner. bath, are finished in French For the accommodation of their own fruit. Casa Blanca grays and old ivories. The all the guests, a stable of rid- has its own refrigerating Casa Blanca stands in the lobbies are finished along the ling horses, tennis courts and plant and supplies its own ice. center of a botanical garden | decorative lines that are best | golf links have been provid- | The steam plant, which proto Riverside and the Foothill from Los Angeles, over wide | What the Glenwood Inn is of magnolias, cork oak, pep- described as of the Jacobin | ed. There are two cement | vides heat on chilly days and Boulevard from Los Angeles | cement and asphalt paved | to Riverside, the Virginia to | per and palm trees, with ferns | period. Dainty, soft French | tennis courts attached to the | nights to every room, is also roads lined on either side by Long Beach, the Huntington of many varieties covering effects, with garishness and hotel grounds. An expert will connected with the hotel. avenues of eucalyptus, poplar and Maryland to Pasadena, the edges of the lawn. On loud display completely elim- be in charge of these courts. The Hotel Casa Blanca is and pepper trees, through Casa Blanca is to Ontario. the lawn and just outside the inated. The dining room is at all times. The courts have owned and will be operated The elevation of Ontario is | which is seen glimpses of or- | With these it forms a pictur- | dining room is a magnificent | done in silk tapestry and | been made a part of the ten- | by Messrs. E. A. Parkford and from 900 to 2500 feet, the city ange groves and snow-cov- esque chain of de luxe hostel- electrical fountain, which at French enamel, with exquisite nis circuit to which the Vir- Charles Ford, two well-

land, has been one of the of the championship matches chief aims of the Casa Blanca | played here. For the golf enmanagement. Casa Blanca thusiast the hotel has secured maintains its own auto gar- a sufficient number of memage, which is kept open day berships in the Claremont and night. Here autos may Country Club to provide links receive any needed repairs at all times. while their owners or occupants are partaking of the ho- the American plan. The mantel's hospitality. Cars have agement has provided the ample room for storage for as | best table de hote meal in long a period as they may re- Southern California and its main in the vicinity.

For Hungry Autoist the hungry autoist special Casa Blanca. All the poulpreparations have also been try, milk, cream and eggs are made. A special chef is kept | provided by the Casa Blanca on hand both day and night Rancho, which belongs to the and at any hour that an auto | hotel, and which lies about a party arrives at Casa Blanca | mile from Ontario. This inprovide the party with a spe- thing in these lines for table The furnishings are the fin- | cially cooked chicken and | use. Casa Blanca also owns

ginia, Huntington, Maryland known Ontario citizens. sition along the base of the "City That Charms." Ar- may be found anywhere in over the green shrubbery and To provide accommoda- and Glenwood Hotel courts Reservations for accommo-Sierra Madre Mountains. The rived at Ontario, there is re- the United States. The build- in through the large glass | tions for the autoist, to an ex- belong, and throughout the dations may be made by wire

The hotel cuisine is run on quality is in keeping with the tone of class that attaches to To cater to the appetites of everything connected with to ramble at will and gather

valley is twenty-five miles vealed to the visitor a verit- ing, constructed on the Italian | windows to regale the sight | tent that is not obtainable | winter guests will have an op- or letter to the Casa Blanca wide at this point and the fer- able wonderland of scenic Renaissance type, its exterior of the diners. A twenty-five- anywhere else in the South- portunity of witnessing some Hotel Company, Ontario, Cal.

Our Thorough Organization, Backed by Personality, Experience and Connections, Enables YOU to Buy, or Sell, or Lease Real Estate to the Best Advantage

Office Buildings Business Leases Insurance Windsor Square Loans

This company has entire management of many of the big buildings at the center of business activities in Los Angeles. The Haas Bldg., The Title Insurance Bldg., The Citizens' Nat'l Bank Bldg., The Security Bldg., The Alexandria Hotel Block, The Title Guarantee Bldg., The Merchants' Nat. Bank Bldg., The Severance Bldg. and The Henne Bldg. are a few of the skyscrapers controlled by us.

We own, control or manage a large proportion of the desirable business locations in Los Angeles. Our activities in this line enable us to get you the best terms possible, and to give you a choice of the most desirable locations for stores, lofts, factories and building sites.

Our insurance services cover every branch and we represent only the best known and provenly responsible companies. Unadvised Insurance is apt to be expensive. The insurance policies issued here are backed by experience, study, sound advice, an interest in YOUR needs and a compelling force that makes for quick settlements.

We are in a position to secure loans to any amount on good security at prevailing interest rates. Our experts are always at your service for advice and suggestions that may help you in obtaining just the loan you want. No amount is too small to receive our efficient service, none- too large for us to handle.

The highest class residential 'development in the city. In the heart of the desirable Wilshire Boulevard section, with a half million dollars' worth of improvements. Lots \$7500. Restrictions, \$10,-000.00. A homesite, protected for 50 years.

Operators in Central Los Angeles Properties

The state of the s

R. A. ROWAN & COMPANY

Second Floor Title Insurance Building

N. E. Corner Fifth and Spring Streets

SEVEN SOUTHERN COUNTIES UNITE AT SAN DIEGO

Fifteen Acres Will Contain the Most Complete Exhibit Ever Made

Two of the Beautiful Buildings at the Panama-California Exposition.

Work Is 90 Per Cent Done; Everything to Be Shown That Will Bring Out All Resources of This Land

Great Outdoors Is Chief Charm of the Plan; Model Ranch to Give Visitors Idea of Local Farming

SAN DIEGO, Dec. 21 .- Three hundred thousand dollars is now being spent by the seven southern counties of California In the erection of a special building and fitting out of an exhibit at the Panama-California Exposition to be held next year at San Diego. This exhibit is to be the most complete ever constructed by any State at any exposition. Nothing is to be left undone in showing the wonuerful resources, the products and the industries of this land. The building itself is almost completed. The exhibit is ready to be set up.

Each of the southernmost counties-Los Angeles, Imperial, Orange, Riverside, San Bernardino, San Diego and Venturawill have space allotted them in this edifice. Work of collecting fitting exhibits has been in progress since the forming of the Southern California-Panama Expositions Commission in 1911. In the hands of this commission, which is composed of representatives from each county, has been placed the work of showing the 1915 visitors what Southern | the CANYON ESPAYNOL California has to offer. This commission is also in charge of the exhibit to be installed at the Panama-Pacific International Exposition at San Francisco.

The exhibit at San Diego is now about 90 per cent completed. The exhibit building, which will have a setting of three acres artistically parked with rare shrubs Is about 240 by 120 feet, following the Moorish-Spanish style of architecture, It contains an art gallery, lecture room, model orange packing plant, cotton giu, olive oil and olive packing plant, dried fruit department and a department to polish and cut native gems, in addition to other exhibition space. Fifteen Acres Alloted

This building will be one of the most beautiful structures in the entire exposition grounds and one of the finest ever seen at any exposition. A total of fifteen acres has been obtained by Southern California as its allotment of space. This is located at the main eastern entrance of the exposition grounds and has been Manted with a citrus grove, one acre in Valencias, one acre in Marsh seedomelos, one were in Eureka lemons. One acre is to be devoted to garden truck, with a model suburban home, on which has been erected a typical California bun-

Many of the exhibits at San Diego will be duplicates of those shown at San Francisco. These consist of every phase of agricultural, industrial and civic life in Southern California. Models of oil wells will be shown; the process of making beet sugar is to be seen there: the fruits in season will be on hand for the use of visitors and of those not in season. bottled specimens will be provided. Because of the larger space alloted at

Polo

Season

Opens

January

1st

San Diego, the exhibit, as stated, will be more extensive than at San Francisco. The idea is to show all of the features necessary to place before the peublic the possibilities in this southern section of the state.

The larger space, however, allows these resources to be brought out more foreibly. The moving pictures of life in South ern California and the stereopticons that are to be shown in the northern exhibit will also be used there.

Outdoors Exhibit Chief Feature

Perhaps the greatest charm, however, about the San Diego exhibit will be the outdoor feature. This consists of the fifteen acres surrounding the building, planted in the various fruits and berry crops of Southern California. All of these trees will be in bearing

and the fifteen acres, constituting what is known as the model ranch or farm, will show the visitor exactly bow a farm of this kind is worked. It will be in full operation the entire year, explaining the methods of irrigation, cultivation, pruning and all of the many details constituting the management of a fruit ranch. On the grounds surrounding the building

will be found all varieties of plants and

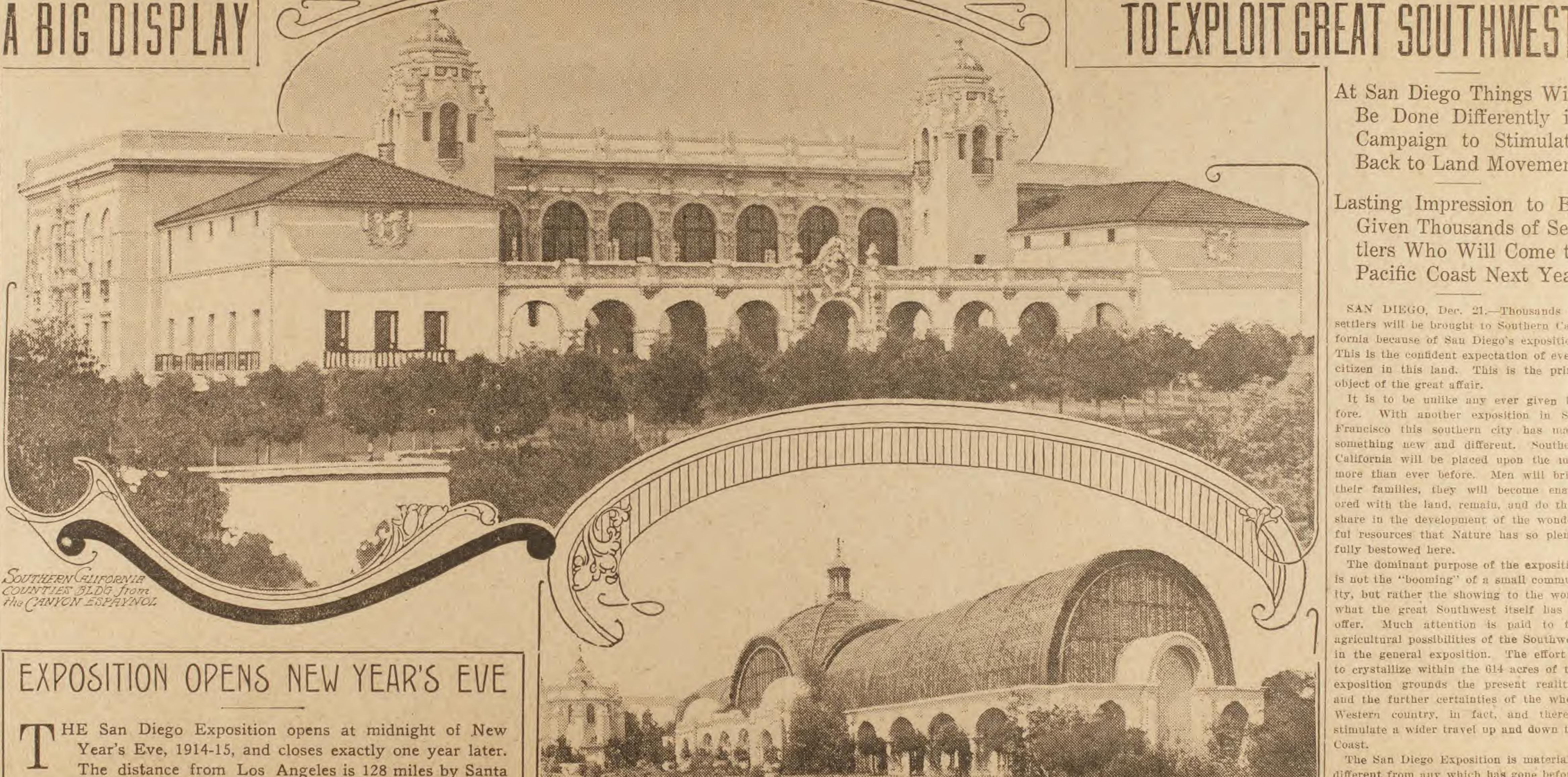
flowers, climbing vines, beautiful roses, rare and strange plants, beds of flowers of every hue and description. Along the eastern line of the farm is a pergola 12 feet high, 2000 feet long, literally one | Capital and Surplus. mass of climbing roses in continuous Total Resources\$2,500,000.00 bloom. All this will exemplify the fact that Southern California is the home of every flower that grows in the tropics. In the center of the ranch will be a model bungalow such as the owner of ten or fifteen acres of ground will build for his own use. Near it will be an artistic vine-covered home designated as "keeper's house," which shows the type of homes occupied by those who are employed to take care of such places as

Running through these fifteen acres will be walks and drives, and everything ascomplete and convenient as experience and hard work can make them. Artists to Exhibit

An additional and most attractive feature, and one which it is impossible to show at San Francisco, on account of the tack of space, will be the exhibit of art-Ists of Southern California, in which they fully equipped to extend you every realized the coming importance of this will place before the public, in an art possible courtesy and accommodagallery, especially planned and built for | tions. this purpose, their work in oil, water colors, pastel, etching and sculpture.

Southern California, as has been often stated, is particularly noted as a paradise for artists. With a delightful climate in which to work, they have almost any sub- | STEAMSHIP AND TOURIST DEPART. ject which may suit their fancy, from the ocean, over the mountains to the desert. In planning this exhibit the Commis sion has studied carefully the buildings at previous expositions and has embodied | Agents for All Atlantic and Pacific in Southern California's building their good qualities and many additional ones. The building itself will cost approximately \$75,000. It will be the first building on the left as the visitor enters the main | J. W. SEFTON. JR., President. entrance. It will be two stories high | L. L. IRWIN, Vice President and of reinforced concrete, with a num- | C. L. WILLIAMS, Cashier ber of beautiful arches at the entrance. | L. J. RICE, Assistant Cashier which lead to an enclosed court, part of | T. C. HAMMOND, Assistant Cashier which the pergola covers.





The distance from Los Angeles is 128 miles by Santa Fe Railway; from San Pedro by boat, 95 miles. Daily boat service will probably be established during the year and special train service will be announced shortly by the Santa Fe. There are good automobile highways by coast or inland routes.

All the important hotels and apartments are under bond to maintain a stated schedule of prices throughout the year 1915.

hotel 40 Coronado

Located Within Thirty Minutes' Ride by Car and

Ferry From Panama-California Exposition.

WINTER INCLUDE BAY AND SURF BATHING, YACHTING,

Hundreds of Miles of Smooth, Scenic Roads for

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Open Air School for Children

Hotel Is Conducted on American Plan

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Our various departments are

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ing the Exposition.

ROWING, DEEP SEA FISHING, GOLF, TENNIS AND POLO.

THE AMUSEMENTS ENJOYED AT CORONADO BEACH ALL

Visitors

Panama-

California

Exposition

on Same

Date

California 1914

During the Exposition Year this Bank will maintain a SERVICE BU-REAU for the benefit of vis-

This Bureau is now open and will gladly furnish to prospective visitors all information pertaining to San Diego, her Exposition, Hotel and accommodations Apartment and rates, transportation facilities, etc.

Address Correspondence to GENERAL SERVICE BUREAU, SAN DIEGO SAVINGS BANK.

Resources \$4,000,000.00. THE

BANK

Exposition Attention!

SAN DIEGO SAVINGS

San Diego's Oldest Savings Bank,

Genuine

THE U.S. GRANT HOTEL—SAN DIEGO



the two and a half million dollar U. S. Grant ing disappearing beds, shower baths and facili-Hotel, built by a son as a memorial to a dis- ties for sample displays, Manager James H. Holmes tinguished father, is admittedly pre-eminent. Lo- announces that he has 630 rooms at his disposal cated in the heart of the business and amusement for 1915 visitors. The U. S. Grant Hotel manage- and women taking up the small tracts of section, the U. S. Grant Hotel is the social center | ment early announced that there would be no raisof the city. Of reinforced concrete, with every re- ing of rates with the coming of increased business | aggregate, are of vastly more importance finement for comfort and luxury it has become in- in 1915. The tariffs for this hotel are guaranteed | to the agricultural luture of the country creasingly popular with travelers as its fame has under bond for the whole of 1915 and are posted i than the cultivation of a small number With the recent addition of another story on the a fine dining room and grill in connection.

Every city boasts its leading hotel. In San Diego | east wing of the hotel with 25 rooms containconspicuously in every guest room. The hotel has of larger areas.

FROM AN EXEDIER in the

ROTANICAL GARDENS

A progressive bank of independent resources.

Borrowed money-none. Emergency currency -

none.

Rediscounts-none.

All the wants of satisfied customers met.

"Ask our satisfied Customers."

Banking Only

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SAN DIEGO, CAL.

First Vational Bank

San Diego, Cal.

N. W. Corner E and 5th Sts.

Oldest Bank in the City

If the service of

a large, strong National Bank appeals to you, you will be pleased with the relations established with this institution.

At San Diego Things Will Be Done Differently in Campaign to Stimulate Back to Land Movement

III-FAMELY POSTION

Lasting Impression to Be Given Thousands of Settlers Who Will Come to Pacific Coast Next Year

SAN DIEGO, Dec. 21 .- Thousands of settlers will be brought to Southern California because of San Diego's exposition. This is the confident expectation of every citizen in this land. This is the prime bject of the great affair.

It is to be unlike any ever given before. With another exposition in Sun Francisco this southern city has made something new and different. Southern California will be placed upon the map more than ever before. Men will bring their families, they will become enamored with the land, remain, and do their share in the development of the wonderful resources that Nature has so plentifully bestowed here.

The dominant purpose of the exposition is not the "booming" of a small community, but rather the showing to the world what the great Southwest itself has to offer. Much attention is paid to the agricultural possibilities of the Southwest in the general exposition. The effort is to crystallize within the 614 acres of the exposition grounds the present realities and the further certainties of the whole Western country, in fact, and thereby stimulate a wider travel up and down the

The San Diego Exposition is materially different from any which has gone before, in purpose, in scope, and in general appearance. It is the origin of the "new type of exposition." So far as appearance is concerned, that difference is noted as soon as one comes within sight of the grounds.

Permanent Impressions

By presenting not only a landscape of most gorgeous beauty, but also an atmosphere of the old Spanish days with a very definite appeal in the romantic sentiments of the tonrist, the exposition at San Diego has put its visitors in the right frame of mind for gathering the serious impressions which is the prime object.

The man who went to previous world's fairs, or land shows, or anything of the sort, and studied the agricultural display saw perhaps an imposing pyramid of oranges or lemons or peaches or other fruits. It cannot be said that the impression gained therefrom was of great force or of lasting quality. San Diego has devised a new idea. A permanent impression will be given there.

Various agricultural machinery companies have orought to the exposition their most important machinery to operate in a field sown to different crops, and so bring directly home to the plan who may have somewhere in his consciousuess an idea of farming, the real desire to put that idea to work, to go wach to the land, to start the much-to-be-desired movement from the cities back to the rural districts; to bring health and happiness to himself and his family, and a vastly better state of affairs to the country at large, which is in need of just such a shift of population.

There is also a working demonstration of how five acres can be farmed at a good prolit.

Shows What Is Done

There is a firm conviction that the settlement of the West must be by men land, developing tiny units which, in the

Everywhere is emphasized the idea of showing, not simply the products which the industries are selling, for sucd 13hibits are visible in any store in any city, but rather showing the processes by which those products come into being. It remains for the State commissioners and county commissioners to give the visitor the individual advice which he needs. He can go into any one of the buildings and the attendants in charge can give him complete information about the way in which his tastes and his capacity can be put to work.

A vast number of the 1915 visitors are coming, not altogether as tourists, but also with a fairly definite idea of remaining as settlers, or at least of coming back at some later date. The States participating have been wise enough to recognize that fact and take advantage of their opportunities.

There can be no doubt that the enermous agricultural revenue of this year, made certain by the cutting off of the field of supply in the European agricultural districts, will have a good deal to do with the stimulating of our own "back-to-the-land" movement.

Education Given

So far as the immediate future is concerned, it can be said with certainty that the European war will force a much larger travel to the coast in 1915 than the coast has ever witnessed before. There is the realization that there can be no European travel next year, consequently the four or five hundred thousand Americans who have gone abroad each year for one reason or another will travel through their own country and the natural supposition is that they will come

west. They will come to the expositions. Visitors at San Diego will get un eduention, and what is of vital importance i .- they will absorb that education in au atmosphere so wondrous sweet that they will not know they are back in school

fornia State Building at the San Diego The company is known for its clean,

Wurster AMERICAN Construction

The Wurster Construction Company, one of the most prominent building concerns on the Pacific Coast, was organized by F. H. Wurster in Buffalo, N. Y., in We extend you a cordial in- | 1899. Since that time they have opervitation to make this Bank your | ated in Missouri and later through Kansas, Oklahoma and the whole Middle West, where they were the pioneers of Reinforced Concrete.

Ever since the advent of Reinforced construction and forthwith put all their energy and efforts into the study of this construction, which enables the builder to give his client a better building than can be produced with any other material, as reinforced concrete will not deteriorate like other building materials, but will grow better and stronger as time passes and in many instances will save the owner money not only through the decrease of the original cost, but also through the The Wurster Construction Company has since then left a trail of perennial building monuments behind them throughout the country and have found fame through some of the most technical and compilcated construction work in the United States, among others the beautiful Call-

square dealings and is to be recommended to anyone intending to erect an important building without any of the many annoyances usually accompanying this operation.

Exposition.

Service

- to each and everyone who enters our doors.

-willingness to accommodate - a desire to be of real assistance to depositors.

-these embody the spirit of service that gains new friends and holds old ones.

Southern Trust and Savings Bank

U. S. Grant Hotel Building, Broadway at Second Street. SAN DIEGO, CAL.



STRUCK AT SAN DIEGO

Panama-California Exposition in a Class by Itself, Differing From All Others, Yet Achieving Distinction in the Perfection of Its Plan and in the Great Beauty of Its Effects

Neither will be proud of the distinction | degree racely attained. however.

tions of his trip alloyed with the annoy- of the great southwest, to teach the vising fear that some one will say: "Of | itors what they should know of the the most beautiful thing in the world."

and the most, the world over. Conceptions of beauty differ as do the The surrefundings accentuate this barwoman's face.

In a Class Alone

But classified as among the adornments of natural scenery, no castle on a rock nor city on a hill, gray battlement nor gleaming palace in the old world or new, is more eye-filling and satisfying than the view of the exposition across the canyon from the Puente Cabrillo at San

tailed inspection at closer range. by Itself, quite unlike Paris in 1889 or that there is more of the Mission archiof the day. The list of the minor expositions from the days of King Ahasuerus | expect. He finds everywhere an atmosto the present might be examined, however, without finding the counterpart of and sunshine, prosperity and happiness, that at San Diego. These were all manu- freedom from poverty and room for all facturing exhibits. Every exposition in the world's history until today has been essence a display of the goods made up the shop and factory, and for sale in the public marts. They have been distiuctly commercial. At San Diego the sordid and commercial is subordinated in a wholly unexpected, surprising and gratifying manner. In this it differs from all others. And it so far surpasses these minor shows in the one quality of beauty that there remains hardly even a basis for comparison.

Chicago in 1893 struck a note for now unchallenged. Chicago's "White City." with the 580 acres of Jackson | to know. Park, on the shore of Lake Michigan, Seine are a poor substitute for the shore | and indefatigable, comes away without Chleago sites lack, however, the element of topographical variety. They are nearly as flat as a board. San Diego bas not only the space and the water, but the natural scenery. For Jackson Park's 580 acres she boasts as a site Bulboa Park, with 1400 acres, and in the heart of the city at that. For the river and lake she has the ocean itself. everything will be irresistible. This great natural park is split by three deep, wide canyons, almost mountainous

in their aspect. Beauty Unsurpassed

A short walk from the heart of the Canyon, along the edge of which runs | Eiffel tower in 1889, and the two new a narrow wooded park with a mile and Palais des Beaux Arts in 1900, erected a half of velvety blue grass underfoot. Away to the right at the lower end of dustrie, which was itself the relic of the canyon gleams the sea, with the the first Paris exposition, that of 1855. strip of Coronado beach which bounds | To the contrary others have wasted all left at the head of the canyon rises a vaged only the Field Museum in 1893. is bordered at intervals with sightly artistically, but in a practical way, by pears frequently in Spanish construction. residences. But nowhere is the impres- saving a large portion of her beautision of largeness constricted.

tectural triumph of the Sau Diego Ex- ribbed with steel and structural iron. position. A long white concrete bridge, will remain. It is planned to convert ish type of architecture with the pointed from the mesa where the Exposition for he purposes to follow this shipment and the click of the castanet, will be position and makes it the more because the position and makes it the more because the convert ish type of architecture with the pointed from the mesa where the Exposition for he purposes to follow this shipment is the leaves to the convert ish type of architecture with the pointed from the mesa where the Exposition is the leaves to the convert ish type of architecture with the pointed from the mesa where the Exposition is the leaves to the convert is the leaves to the convert in the leaves to the leaves t supported by massive arches, spans the them into a semi-collegiate institution arches and minarets. Along the Isthmus, Beautiful stands. There are no forbid- with the shipment of several thousand Spanish dancing girls in the bright coscanyon over an artificial lake in the supplementing the high school course of course, a little leeway has been ding walls, nor entrances so massive as saplings, and his experts believe that from depths below to the distant castellated with two additional years. Apotheosiz- granted where the attractions require a to everwhelm the visitor, but a calm, the start given by the Panama-California have been performed for hundreds of dery of Japan. the superb cannot be a superb call to everwhelm the visitor, but a calm, the start given by the Panama-California have been performed for hundreds of dery of Japan. entrance of the Exposition, with white | ing the spirit of California today, they | particular type of architecture, but even | sweet beauty which spreads over all; | Exposition will evolve an industry that palaces and green groves extending on will live to carry that spirit on through there the Spanish features are easily dis- everything purely Spanish and purely will fill all America's tea reeither side. This bridge cost a quarter of new generations,

AN DIEGO, Dec. 21.-After 1915, | a million dollars itself. The famous Pont the man who tries to explain why Alexandre II in Paris, opened during the he failed to see the "Passion Play" exposition in 1900, is more ornate, but at Oberammergau when he was in Munich lacks the massiveness and the perspecin 1910 or 1900, or Versailles when he tive of the Fuente Cabrillo, No world's went to Paris, will be able to foregather fair ever had such another artistic upfor sympathy with the misguided individ- portunity nor one which has been more ual who came to the Pacific Coast Expo- perfectly improved. This narmony charsition year without going to San Diego, nuterizes the San Diego Exposition to a

The directors wisely decided not to A year from now, this misguided person | "ttempt to include the universe in their will find the many pleasurable recollec- exhibits, but to make the display typical course you went to the San Diego expo- Golden State, its opportunities and its sition? Wasn't it fine! What? Didn't !ributary country. Nothing has been atgo to San Diego! Well, you missed tempted that was beyond the possibility of adequate treatment. Nothing has been Nor can this extreme characterization | included that was not fifting and approbe dismissed as merely the hyperbole of priate. And in nothing has the Exposiuntraveled enthusiasm. It will be the tion fallen short. In all things is it verdict of many who have seen the best | typical of California and the great south-

beholders of it, of course. Nature has mony in every particular. Most exposiexhibited her sublimest and most im- liens have not fitted in well with their pressive moods in the grandeurs of moun- environment. Despite the excellent site tain scenery, while the most beautiful at Chicago, the fair was a thing apart. in art may be circumscribed to a few | It was merely near Chicago without neinches of painted canvas. Both reach | ing of it. There was no aspect of pertheir best expression, for some, in a manency to the Paris Exposition as a whole. It was a big show, crowded into . a congested city at temporary inconveulence to the inhabitants and their regular business. The San Diego Exposition looks as though it belonged where it is, and might have been there since the days of Cabrillo himself.

Harmony of Purpose

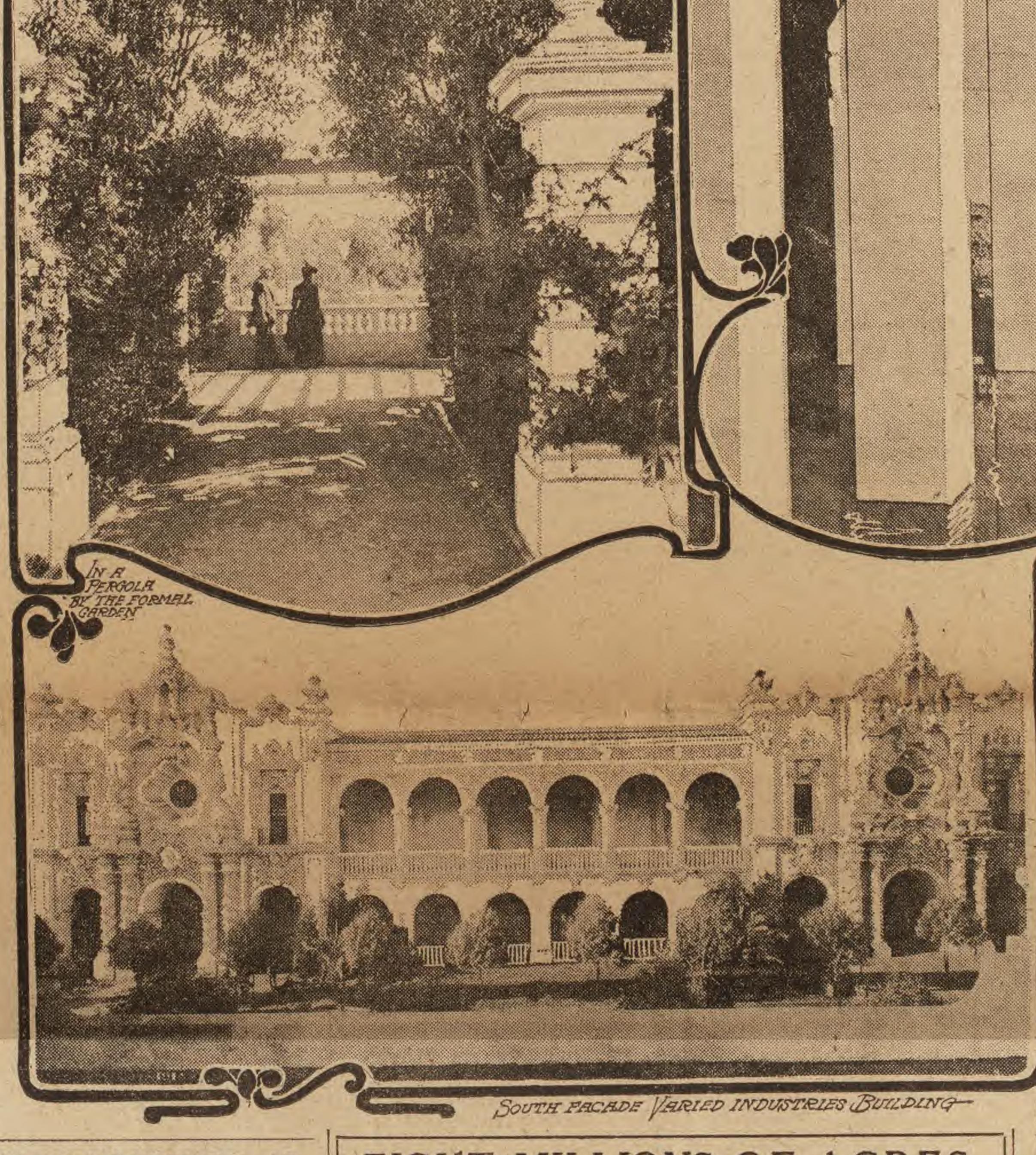
San Diego itself is typical of Califor-Diego. The high expectations born of | nia, and therefore in harmony with the this first impression are excelled in de- | purpose of the exposition. The traveler arrives at a handsome new railroad sta-As an exposition it is wholly in a class I tion of the Mission type. It is asserted 1900, Chicago in 1893 or St. Louis in tecture in San Diego than anywhere else. He finds the exposition exemplifying the Spanish Colonial sylte, while its embellishments, even to the attendants' unidoes it class in size with some less in- forms, are strictly in harmony with the general effect. He finds splendid streets of which San Diego has much more than the normal quota for a city of its size. tion cities familiar just now in the news | He finds many more handsome business plocks and beautiful homes than he would phere typical of California brightness who will come and share these blessings. harmoniously. He finds the inspiration for both work and play, both under the best possible conditions.

It is the purpose of the Panama-California Exposition to make the visitor from the East Intimately acquainted with California and the great Southwest, to show him definitely and practically how he may become a part of it. He will not be wearled with endless and footsore meanderings through "exhibits" which he fails to appreciate and cares not to unartistic effects which has remained until | derstand, but will find on every hand the | tury. things he really wants to see and wants

Every one who has attended an exposition heretofore has been oppressed by this feeling that it is useless and greatest of the exposition cities. Paris | tiring to attempt to see everything. | sion introduces the rounded Spanish arch. hasn't the room, and the banks of the Every visitor, even the most industrious, of the mighty lake. Both the Paris and | seeing it all. Before he is through he Diego however, he is likely to take the opposite course. The man who goes for two days will stay four, the woman who plans a week will be charmed into spending a fortnight. There is nothing tiring about it. And the desire to see

Will Be Permanent

Some cities heretofore have wisely endeavored to retain something from their expositions for permanent use and adornment. In this way Paris obtained the beautiful Trocadero in 1878, the on the site of the old Palais de l'Inin flimsy construction. Chicago sal-The parked edge near by San Diego will set a new mark, not only troduce the colored cornice, which ap- for its buildings, not the old conventional ful fair structures. The great bridge



SAN DIEGO, Dec. 21 .- The buildings on the exposition grounds are without exception of the Spanish-Colonial design. There is, however, a good variety made possible by the use of different types of this general school. Nor example, the New Mexico building, situated on the lower plateau, is a replica of the old mission on the Rock of Acoma, dating back to the latter part of the seventeenth cen-

Materially different are the Ethnology and Arts and Crafts buildings of the pure California mission type, nearly a century later in development. The California mis-The New Mexico mission, on the other hand, had no curved lines at all except the rounded cornice which accompanied the adobe construction.

The California State bullding, erected at a cost of \$250,000, is of the pure cathedral type. With a great tiled dome and the lofty companile at one corner a curious feature of this Spanish architecture is that the very rich cathedral faces squarely a plain mission building and is connected with it by a double cloister. At the same time there is no clashing and the buildings, entirely different in their superficial art, present a rare sort of har-

The San Joaquin Valley Building is the best type of municipal structure, without dome or tower, but with a few slim finials rising from the facade.

The Kern and Tulare Counties building is a good type of palace construction These different ideas in Spanish archi-

EIGHT MILLIONS OF ACRES WAITING THE HAND OF MAN

HE Panama California Exposition has found that in the country back of Southern California there are some 8,000,000 acres under cultivation today. Round about these 8,000,000 acres is a great deal of desert country. There are also millions and millions of acres of country which is not permanently desert country, but exactly like the 8,000,000 acres which have been reclaimed thus far. It needs only the hand-of man to make this whole section bloom just as do the 8,000,000 acres. The Government reports give the undeveloped, but potentially arable, farm land an area of 44,000,000 acres in this section of the Southwest.

Now the 8,000,000 acres, by Government report, produce in a single year a revenue of \$143,000,000 from farm products alone; there is nearly as much more in mineral products. There is no reason why the 44,000,000 acres should not produce as much proportionately as the 8,000,000 acres are producing today. In other words, there is an annual revenue of \$600,000,000 more which must be added to the present revenue of the Southwest.

Romance of History Gives Building Idea

Southern California. The finest traditions, the rarest poetry and beauty are The Commerce and Industries building, nelled the San Diego Exposition to choose and the Sacramento Valley building in- a certain beautiful and harmonious type Even the fire station has its Spanish positions of the past had built, but quaint | soil. windows and the square tower at the Spanish missions and cathedrals and palcorner. The large restaurant at the foot | aces in perfect accord with the gorgeous |

Tea Industry May Be Fostered in Cal.

SAN DIEGO, Dec. 21 .- An interesting open-air exhibit along the Alameda is the one built by Sir Thomas J. Lipton, the vachtsman-merchant. From his great tea plantations in Ceylon he sent to San Diego several hundred tea plants, brought with extraordinary care in glass cases to prevent injury from the ocean breezes, the shipment, the transplanting, the cultivation in American soil all supervised by Singalese nurserymen. These plants are now growing well, the first in American

If the 1915 growth is satisfactory Sir of the Isthmus introduces the pure Moor- beauty and mighty landscape one sees | thus be started a new American industry, quirements.



Caballeros to Add Spanish Atmosphere

atmosphere has been carried out to the , the Western States of their resources, agfinest detail at San Diego. The guards and attendants of the Exposition will be garbed as caballeros and conquistadores Thomas gives assurance that there will I and the dancing girls, who will move to | much the finished product as the process the hum of the guitar and the mandolin of making the product, pervades the tumes of old Spain, in the dances which | wood and lvory carving and silk malicul years in the plazas of Castile. It is and glass-making of italy, and proceed in all very quaint and very romantic and the Foreign Arts Building, sires the art very beautiful.

Working Models to Give Demonstration

SAN DIEGO. Dec. 21 .- The display by ricultural, mineral and forestry, are al lists and craftsmen at their work.

PICTURES CPYRIGHTED 1914 by the Panama California Exposition from the EAST. THE BOTHNICHL BUILDING THROUGH an OPEN FRECADE .. SAN DIEGO, Dec. 21 .- One of the im-

SAN DIEGO, Dec. 21 .- Almost as important architecturally as the California State building is the Puente de Cabrillo over which lies the approach to the Exposition grounds from the West. This great structure of steel and concrete, rising 135 feet from the pool In the Canyon Cabrillo, is 1010 feet long. Each of its seven piers is a unit in itself, supporting its own weight and | haustive exhibits of the labor-saving mahalf the weight of each adjoining arch. | chinery used by the farmer of today. Ills It is of cantilever unit construction and | wife, in the Home Economy Building and | Government land show has shown the | where there are no sharp changes of temthat type which has been built,

ing and its lighting cost approximately farmer's wife-aids which remove drudg- stead of words there are deeds. The \$250,000. Epanish type

Life Will Be Given

Right Idea of Farm

people who long for a home of their own; who have dreams of farm life, but lack the guidance and the specific knowledge of where to go and how to secure it. Many of them are kept in the cities beof the farm life of today. What recollection they have of it tells them that thousand and one little aids that the exhibits have binted at it. But San The bridge with its approach, its pay- | modern manufacturer has supplied the | Diego shows not only what is done-inery from kitchen and sewing room, just impelling force of the Panama-California Here too, the arches are of the as drudgery has been driven from Exposition is "progress." The slogan is meadow and cornfield and barn.

By The THOS PUEBLO ...

SAN DIEGO. Dec. 21 .- The visitor to San Diego in 1915 will see what has been done to lands that were waste, to make them blossom and bear fruit. He will see the untreated arid land and he will see similar land after the reclamationand he will see each process in the work of transition. That is a sermon for the Southwest too, and, again, for the world. Now, this sermon is not altogether new. The periodicals have told it. The

"processes, not products."

been nothing more desolate in previous years than world's fair grounds after the closing day, when the demolition of the buildings began. At San Diego a number of the buildings are of permanent con-

The great Puente de Cabrillo will be an automobile highway, and the Admin-Istration bullding, the police and fire stations, the hospital and the service buildings will remain for park purposes. The California State Building and the Ethwhich has been gathered by the explor-

Archaeology. The Botanical building is of steel and roof, which is subject to easy renewal. few of the most important buildings are niso of steel and concrete, but the greater number are of staff and plaster, firmly joined to the frame work by metal lath. In northern climates this construction could not be expected to last more than

buildings at thirty years. Whatever is done with the buildings. however, the splendid hortfcultural work done within the grounds is of permanent

one sails far out in the harbor and out to sea, has a frontispiece which is of quite as much historic as artistic im-

Franciscan friar performed in starting | the country. the civilization and development of the nology building, with which it is con- American West, The full length figures nected by a double cloister, are both of below are Cabrillo, the discoverer, over steel and concrete construction and will whom appears the bust of his patron, Carlos V; Viscalno, who headed the secstand, housing the permanent exhibit ond party, and over him the bust of Philip III. Below these full length exactly 500 feet above sea level.

the Exposition explorers who risked Joaquin Valley and the great \$100,000 hibits. It is the first considerable vinduct of in the small model farm, will see the results of such work. Charts in indoor perature, no frost and no heavy gales, their lives in the conquest of the music payllion donated by John D. the oughneers estimate the life of the jungles of Guatemala, There they found the ancient Maya city of Quirigua and from the ruins which have been over- eign and Domestic Arts and the Home and the concessions. On the lower platgrown by jungle growth for ten or fifteen hundred years, they gathered east, past the Botsnical Building and of Utah and Montaga and the Nevada relics of the greatest importance.

LOOKS AHEAD INSTEAD OF LOOKING BACKWARD

LOOKING TOWARD the FRA. SERRA MEMORIAL.

FAIR TO OPEN FREE OF DEBT

HE San Diego Exposition has established a unique record in its financing as well as in other ways. Although when the Exposition was chartered the Southern city had a population of less than 40,000, the whole enterprise was financed by the city and the individual cilizens as stockholders. Once it was under way, there was an appropriation from the State, not for the Exposition itself, but for a permanent State building at the Exposition. There were also appropriations from other Western States and from several groups of counties within California.

The only financial statement issued is that the Exposition will open not only on time, but also entirely free from debt. In other words, San Diego will not have agents for the bankers stationed by each gate to make percentage collections, as has been the case at many other fairs of the pust. The income during 1915 can be devoted to further improvements and to advertising.

Director-General Foresees Big Development as Direct Result of Exploitation

By H. O. Davis

Director General of Panama-California Exposition AN DIEGO, Dec. 21:- The effort at , confine our efforts to the West alone; we

positions of the past have been built farmer of the Middle West and the South community in which they are held. There | and the East. The problems of California has been taken as a theme the celebra- | are in many ways the problems of the tion of some great anniversary, and the | whole country, and our belief is that anyexposition has been a memorial to what | thing which can be done to stimulate has gone before.

begin with, we are celebrating not something which has gone, but something development of the West, made possible

velopment. Great Work Possible

We have found that the West country barely tapped. The Southwest alone, we learn by a careful consideration of govficiently close to make irrigation poss acres are producing close to \$150,000,000 a year in agricultural revenue. We believe that the undeveloped territory five and a half times as large has possibili-Junipero Sierra at the extreme top, this show this to the East and do what we

San Diego has been to supply to | seek to show agricultural methods which world an exposition which should are producing the best results and thereeneral thing ex- by furnish definite assistance to the agricultural development and to omable In the present case this is different. To the farmer, from whatever section of the country he comes, to grow larger and better crops is a worthy effort.

Not only in its purpose, but in its methods whereby it seeks to accomplish that by the operation of the Panama Canal. | purpose, the San Diego Exposition is dif-We are looking ahead instead of looking | ferent from any other exposition which backward, and we have recognized that bas gone before. It is one of a new the canal will benefit not alone the city type. Its appeal is based on purely but in which the celebration takes place, al- | man ideas. We have recognized that no though naturally San Diego as the first lesson, however important, can be learned port of call should benefit materially unless it be presented in an nuderstandfrom the canal's operation; we are en- able form. For that reason we have deavoring to show that the entire West | wiped our old methods and substituted will benefit -not alone the ports slong new methods which are anderstandable. the west coast, but the great back comm- We so present our oxhibits that the vis itor can see them and understand them without difficulty. He can learn his own lessons and in that way carry zway a much more lasting impression than if we had forced the lesson upon him.

Develop the West

Serious as this purpose is, It is presented in the midst of a setting of such quaint and generous beauty that the visltor will be in a receptive state of mind just as soon as he has crossed the Puente le Cabrillo and is within the gates of the Exposition Beautiful. The significant feature of the San Diego Exposition is that it is not built for a day. I think it will be effective in 1915, but its effects will continue much longer than that. The object common to us all is that the West will be fully developed and the desert This ownate piece of work shows Fray | ties just as great, and our aim is to | places changed into farms and gardens. If the San Diego Exposition shall have being a tribute to the service the can to help the agricultural output of done anything toward the accomplishment of that purpose the great object of We go further than that; we do not | its founders will be achieved.

BUILDINGS ARE GROUPED

ers for the Exposition, the Smithsonian | statues are the busts of Portola, the Puente Cabrillo comes successively the English at the East gate lies first Governor of California, and Van- Administration Building, the California | the Southern California Counties Bulldcouver, the first English explorer. Be- Building and the Ethnology Building, the Ing, behind which is assembled the agrilow these in turn, de l'Ascension, the last two forming a permanent group for cultural exhibit. concrete in its entirety, except for the lath | historian of the first party, and Fray a California Museum; then the Science Jaume, the first white martyr of the and Education, and Arts and Crafts past the service buildings and the boscoast. The lorty tower to the right Buildings. Here the Prado widens into pital, down along the Canyon Espagnol stretches upward for 200 feet, the the Plaza de Panama, at the north end Into the pepper grove. Up the Alameda weather vane at the extreme top a of which lies the imposing structure of is the are station, the halldings of the model of the caravel of Cabrillo, is | the Sacramento Building. At the lower | International Harvester Company and the end of the Plaza are grouped the struc- | Standard Oll Company; the ten plants-In the great rotunda stand the five tures of Kern and Tulare, Santa Clara | tion and the small pavillon of Sir Thomas largest monuments brought back by and Alameda Counties, that of the San Lipton, and other Important outdoor ex-

the surrounding gardens, the Foreign In- and Kansas pavilions.

Across the way is a quiet path leading

Going across the Calle Colon to the isthmus, just skirting the Painted Desert. The Prado picks up again at the For- the walks lead along the amusement street Economy Buildings, continuing on to the eau the New Mexico Building and those

Selig Standard Photo-Plays Tyrone Power Selig Regular Weekly Program Popular, Novel and Attractive Accepted As Best By Public Now a

Selig Star

tions of comparatively few manufac- rious nations, articles of husbandry,

The picture-plays turned out by the Selig Polyscope Company are almost universally accepted by the public as standards of excellence.

There's a reason for this. Mr. Selig makes it a point to secure, in the first place, motion picture rights to popular books and novels, and the most successful dramas, tragedies and comedies introduced to the public. In the next place, the scenarios are carefully prepared by an efficient editorial staff located in Los Angeles, so that when the finished product is turned over to the producer he finds that the experience and skill of the scenario editor has made everything clear, and that all of the scenes to be shown on

the screen are thoroughly practicable. This method of working also permits the use of various utilities. For instance: The various Selig wild animal actors out in the Jungle-Zoo, because the scenario editors are familiar with the capabilities of these trained beasts, can have parts written into the Cardell, John A. Moroso, E. Philscenarios according to their skill and lips Oppenheim, Randall Parrish,

animal pictures have wondered how the jungle scenery was obtained. In the Selig Jungle-Zoo at Eastlake, varlous parcels of ground have been laid out and an army of excavators has created an entirely new topography. They have built miniature mountains and scooped out pretty valleys There tre tiny lakes, winding streams, waterfalls, etc. There is a plot of several acres which has been planted with jungle trees, plants, canebrake, etc., so that the wild animals from Africa find exactly the same conditions in this primeval patch of ground' that they have been accustomed to in their own native jungle.

In other parts of the Jungle-Zoo are reproductions of the topography and the flora of certain parts of South America, India and other countries. It is, therefore, a simple matter for an experienced scenario editor, familiar with all these things, to prepare a scenario in which these extraordinary advantages can be utilized. This is one reason why the Selig picture-plays are recognized by the public as standards of excellence.

In addition to the wonderful facilities for interesting picture-play making at the Jungle-Zoo at Eastlake, there is the big studio at Edendale, where a number of Selig companies are at work constantly filming photo- TOM plays that do not require the Jungle MIX scenery and wrid animal actors. Then again, there is the big Chicago studio, where other Selig productions are being filmed all the time. So that with these most unusual and unparalleled facilities, the Selig producers, with appropriate scenarios to work from, can turn out high-class pictures and have everything necessary to make them perfectly conventional, according to the original idea and plot. In the property room at each one of

Diamond Specials

Every two or three weeks, arrangements are made for the release of one of the well known Selig Diamond Specials-a multiple-reel pictureplay of from three to five reels. There are a number of these in the process of making in the various Selig studios all the time and there is a great demand for them on the part of exhibitors who have learned the preferment of their patrons for Selig pictures. Among these Selig Pictures, 1 released during the past few months, Copyrighted by are the following:

"In the Days of the Thundering Selig Polyscope Co Herd"-a mammoth and spectacular Selig frontier drama, in five reels, written by Glison Willets and featuring Bessie Eyton and Tom Mix. "The Story of the Blood-Red Rose" -a wonderfully medieval story of white magic, in three reels, written by James Oliver Curwood, and featuring Kathlyn Williams. "The Fifth Man"-a speciacular Selig Jungle-Zoo wild animal picture. in three reels, written by James Oliver Curwood, and featuring Bessie

"Chip, of the Flying 'U' "-a hliarjous western comedy, in three reels, written by B. M. Bower, and featuring Kathiyn Williams.

ture, in three reels, written by E. A. Martin, and featuring Kathlyn Will-The above five Selig Diamond Specials have been given unusual public-

ity by the fact that clever Kathlyn about each one of these pictures, and these novelettes have been published in thousands of newspapers, so that the exhibitors booking the pictures can derive full benefit from the pub-

ever wrote, is another of the Selig Diamond Specials, in three reels. Kathlyn Williams is featured in this

"Garrison's Finish." the popular story from the pen of W. B. M. Ferguson, which has appeared as a serial story and in book form, is another of the Selig Diamond Specials in three reels. It is thrilling, gripping and exciting. It is filled with action, and in the pictures shows a complete horse race, race track scene,

The Sellg Diamond Specials are released through the Special Feature Department of the General Film Co. At intervals of a month or more apart, the Selig Polyscope Company produces such elaborate and spectacular features as "The Spollers,"

"The Rosary," etc. Taking it all in all, the Sellg program is one of the most diversified ! and one of the most complete prorrams offered to exhibitors and for the entertainment and benefit of mo-Hon picture theater goers.

tools for workingmen, etc., too nu-

Among the authors whose

scenarios have been and are being filmed by the Selig Polyscope Company are the best known and highest priced writers in the world, such as Edwin Balmer, Amelia E. Barr, Rex Beach, Robert Ames Bennett, B. M. Bower, Cyrus Townsend Brady, Gillett Burgess, Winston Churchill, James Oliver Curwood, Leona Dalrymple, Richard Harding Davis, Anna Katherine Green, Zane Grey, O. Henry, Harrison Will M. Hough, Frederic S. Isham, | them. Maibelle Heikes Justice, Alvah Milton Kerr, Gen. Charles King, Harold MacGrath, Roy L. Mc-Sir Gilbert Parker, William Mac-Those who have enjoyed Selig wild Leod Raine, Opie Reade, James Whitcomb Riley, Mary Roberts Rinchart, Hallie Erminie Rives, Mollie Elliott Sewell, Bertrand W. Sinclair, Louis Tracy, Onota Watanna, Ella Wheeler Wilcox,

Gilson Willets, etc.

kinds of equipment for soldiers of va- of the producer's pen signed to a

other skilled artisans are kept conmay be used for a few moments' photography, but which add most materially to the realism of the pictures.

This is another reason why Selig picture-plays are recognized as standards

Large forces of carpenters, black- heads a company at the Selig Chicago smiths, brick and stone masons and studio, where, under the direction of nishes to exhibitors through the Gen-Giles R. Warren, some of the most pretearing down various edifices which tentious Selig productions to be made during the coming season will be filmed. I tious Selig two-reel picture-play made At the present time the Chicago com-

thing requisite to obtain the most effective results in picture-play making. | Steer," with Tyrone Power, as "May- and actresses, whose faces appear erick Brander" the Texas Statesman. As Mr. Selig personally reads all completed, work will then begin upon scenarios and goes over the scene the filming of "The Servant in the

various Selig studios. A picture must the United States a few months ago. Upon the completion of "The Servant of clever, capable and intrepid cam-Some pictures, even after having been

the required number of pictures orate and diversified program which eral Film Company each week. On every Monday there is released, as regularly as clockwork, a pretenfrom a scenario written by a celebrat-No expense or labor is spared to pany is completing that well known and international reputation; while the best known and most popular actors

> soon as this production shall have been | comedies and some are dramas. Bu skilled experts to be found in the House," that intensely dramatic pro- motion picture business. On every Monday is released, also world. At the present time an army ous European armies day by day, tak.

ing pictures of the great European

war on the battlefields. In addition

who view the semi-weekly releases single-reel picture is released. pany, are made familiar with the Hearst-Selig News Pictorial, consistworld's most interesting events. On every Tuesday there is released

Patrons of motion picture theaters have become familiar with those actors and actresses whose portrayal of leading parts Selig picture-plays have made them loved by everybody. Among the Sells stars best known are the following: Kathlyn Williams, Bessle Eyton, Eugenie Besserer, "Baby" Lillian Wade, Lyllian Brown Leighton, Lillian Hayward, Thomas Santschi, Charles Clary, Tom Mix, Wheeler Oakman, Edwin Wallock, Harry Lonsdale, John Lancaster, William Hutchison, Guy Oliver, William Stowell, Frank Clark, Roy Clark, Fred Huntly, Charles Wheelock, Adda Greeson, Lafayette McKee, Sic Smith, Lee Morris, Lamar John-Edith Johnson, Stella Razeto, Leo D. Maloney and Jack

McDonald. Mr. Selig spares no expense to engage the services of such artists as will best represent the Selig picture-plays, and the above named artists are unquestionably among the most popular who appear on the screen today. Almost all of them have been prominently connected with no other concern except The Selig Polyscope Company.

ond installment for the week of the

ing of one reel. Friday is comedy day, and on each Friday throughout the year the pubic is entertained by a new, up-to-date and laughable comedy produced by a

Bellg Company. Each Saturday in the year is to be signalized from now on by the release of one of those justly popular Selig Jungle-Zoo wild animal pictures, in which the various noted animal stars, who patrol by night the cided upon by Mr. Sellg after the rerespondence from exhibitors parts of the world, demanding more of these wild animal pictures. and other jungle beasts, birds and reptiles are available at all times by

making of picture-plays. Many of

relied upon to play certain parts.

of these Selig wild animal stars.

SELIG JUNGLE ZOO ENTRANCE on the massive concrete arches which ing to the enthusiastic writers who have visited this remarkable Selig show place.

4 4 4 THE TANGOING MONKEY Scientific terms having no value to the average mind, Sellg actors at Los Angeles, where the great Jungle Zoo hides the big studio from sight, have named a newcomer the "Tango" monkey. The curious creature is the instead of monkey feet. This specimen puts in a large portion of its time Tangoing, with stiff-legged hops straight up and down, throughout the day. It is marked differently from any of the two hundred members of the monkey tribe at the Selig Jungle-

"Let him come. TAKE HIM OFF!" These were the only "lines" of Billie Stowell's scene during an animal supposed to hop on Bille with business intent. It did! The Sellg actor grappled manfully. The leopard opened its mouth and a portion of the Stowell head disappeared between the jaws. Stowell, the hero, then asked them to "take him off." The request was heard as far north as Golden Gate and as far south as the Mexican line. Billie is going around the Selig Jungle-Zoo studio showing the dents in his crantum, but not with pride.

WILD ANIMAL PICTURES Each Saturday of the week will see the release of a single reel animal story, by The Selig Polyscope Company, beginning with Saturday. December 19. According to present plans, W. N. Selig states that this day has been decided upon after a conference with many exhibitors. The General Film Co. will handle all these thrillers, providing them to exhibitors through regular release channels. Heretofore, the expense of genuine wild animal pictures proved so heavy that no productions less than multiple-reel length were put out. Now the Sellg Polyscope Company proposes to give exhibitors and the public all the big action and stirring situations similar to those of former features, in single-reel pletures. A further announcement on the subject is promised.

Eugenie Bresserer, the remarkable French actress, seems to be the right sort of business woman. As a result of her individual efforts, the Selle star possesses one of the most alluring bungalow places in Los Angeles, The terraced lawns, nergolas, Stickley furniture and artistic landscapingall are her own, without a "plaster."

Lyllian Brown Leighton, comedy and dramatic star of the Seliz Jungle-Zoo, will be seen in that dear chicago during a holiday vacation soon.

Wheeler Oakman, the voung leading man of Director Colla Camphell's company, is adding to his big score by his work in "THE ROSARY," the great Sellg feature now under pren-

Rex Beach never wrote a hetter

and the spectacular scenes will and in order to secure perfect realcharm the eye and delight the ism and correct scenic effects, Mr. Selig is sending a complete comhas been made in five reels, were pany under the direction of one of produced in the great American de- the leading Sellg producers to Pan-

tire hotel at Cairo was actually built ers." Exhibitors realize that when by the Selig artisans to give correct a pretentious Selig production is announced for release, it is one equipments for camels and other to be booked without delay, while beasts of burden, native garments, the theater going public throng the and in fact, all the accessories to entrances of the motion picture theawithout a thought of the expense in- ters where the Selig productions are

"The Ne'er Do Well" will be one The date for the release of "The of the most spectacular pictures ever distribution. It is a picture well from quiet love making in a corner be greeted by the public with great to the assaulting of a fortress and a battle between two armies.

Selig Jungle 200 Animal Films From Bagdad" Eagerly Booked by Exhibitors

A Selig production that will vie with "The Spoilers" for public approval is "The Rosary," now in the process of making by the Selig Company that is headed by Kathlyn Williams, who is supported by Wheeler Oakman and Charles Clary, besides an aggregation of other well-known Selig stars.

"The Rosary" is being produced from a scenario based upon the cele-"In Tune with the Wild." a great | brated dramatic production of Row-Selig Jungle-Zoo wild animal pic- land and Clifford. The play has been seen upon the stages of practically all of the leading theaters in America during the past few months, and in view of its wonderful popularity Mr. Selig decided that the masses who cannot ordinarily afford to pay regular theater prices should be afforded an opportunty of seeing "The Rosary. It is a most interesting and heartstirring drama, which deals with that "Hearts and Masks," one of the | most difficult subject, religion. There best stories that Harold MacGrath | is a beautiful love story intertwinedstory of self-sacrifice-a story of

manliness-and throughout it teaches

a lesson which cannot but help man-

"The Rosary," when ready for release by the Selig Polyscope Company, will present one of the most remarkable results of picture-play making. It is being made on an elaborate scale with unusual and novel scenic effects. The costuming is absolutely perfect and appropriate to the historical period represented. A number of the scenes are laid in Ireland, and for the purpose of making these scenes true to life, an Irish village was constructed in the Selig studio in Los Angeles

and it was peopled by scores of men,

women and children whose costumes

"The Rosary" will create a sensation

were absolutely true to life.

animal films.

THOMAS

of trainers to handle the beasts and a come unruly he can be taken from half-dozen of the most expert pro- the scene immediately and the comducers in the world, who know how to | pletion of the picture deferred until utilize them, Mr. Selig has put upon the market a succession of realistic and vivid picture-plays which, for interest and thrills have not been Among the Jungle-Zoo pictures,

those which have been lately made are: "The Jungle Samaritan," "In Man," "The Rajah's Vacation," "The Loyalty of Jumbo," "A Tonsorial Leopard Tamer," "The Grate Impeeryul Sirkus," "The Lion Hunter," "The Lady or the Tigers," "The sults. Champion Bear Slayer," and "Lasooing a Lion." One of these wild ani-

In each of these pictures wild animals have played important roles, apparent fear.

making of motion pictures has been had taken to prevent the chance of attained by the Selig Jungle-Zoo wild accident. Behind the scenes, just outside the range of the camera, are without being there myself and re-With the largest collection of wild stationed trainers armed with rifles animals in the world, located at the and other weapons, so that in case Selig Jungle-Zoo, and with an army one of the animal actors might be- as the least bit of noise or excitement.

> conditions are favorable. One of the Sellg producers, in speaking of his work in handling wild animals in the making of Selig ber of actors be engaged in the scene. pletures, says as follows; see that the settings for animal scenes gotten out of the arena and into their were built securely, to prevent their cages immediately, and the scene held ily bedecked in their primitive finery

is used as an arena when actors work | again use them. Extra precaution with beasts of the jungle-by which must be taken not to have a recur-Tune With the Wild," "The Fifth I mean lions, leopards, tigers, etc. A | ence of excitement from the same director cannot be too careful in cause, as it would be almost imposguarding his people against accidents. sible to govern them, should they He must know the animals used, again take fright. study their behavior under all condi- "It took many weeks of observations and work in perfect accord with | tion and study to become acquainted their trainer, to secure the best re- | with the individuality of the animals

the reverse may be the case, and it easier. I knew which animals to use mal pictures is released each Satur- is a dangerous proceeding to work for certain scenes and which to avoid. them when they are sulky and fero- This undoubtedly accounts for the uncious. The trainer usually knows the usual fact that not one of my com-"storm signals" and it is the wise di- pany received a scratch during the rector who follows his advice and re- six months of daily association with and in each instance the Selig stars turns the refractory animal to its wild animals inside an arena setting. cage at the first sign of ill-temper, and perhaps this is all the more unhave fearlessly handled these wild This not only applies to animals of usual, when we consider that many beasts and worked with them without | the cat family, but to elephants and | of the animals used were forest-bred others as well. It would be fool- beasts, absolutely untrained, who had hardy for a producer to use animals lived in their native state, among But few accidents have happened | whose anger had been aroused, as it | the jungles of Africa and the forests

likely be involved.

WILLIAMS

actor or actress to go into an arena vents their escape, but should a num-

used in the "Kathlyn" series, but "Any wild animal may work well after we became familiar with their and be docile today, but tomorrow various peculiarities, the work was

"The Carpet

patrons of motion picture theaters, book than "The Ne'er Do Well." It is "The Carpet From Bagdad," the was produced a --w months ago as One of the greatest successes | these wild animal pictures, because of | either actor, trainer or director (if | scenario for which was prepared a serial in one of the leading magaachieved during the last year in the the precautions which Mr. Selig has he works inside the arena) would very from one of Harold MacGrath's most | zines and then was published in successful novels. Hundreds of thou- | book form. Over a million copies of "Personally, I have never asked an | sands of copies of this popular novel | the book were sold and practically have been sold all over the world so every one who reads current literacidedly interesting and unique tale | ture, especially that of the romantic will be shown in motion pictures will kind, knows the story of "The Ne'er Kathlyn Williams, Charles Clary, Wheeler Oakman, Guy Oliver, Eu- | The principal scenes depicted in genie Besserer and other Selig favor- the picture-play are laid in Panama,

> Portions of this great picture which sert with its ocean-wide vistas of ama where the film will be made. sand where caravans of camels gaud-Bedouin masters. Scores of real Arabs and other Orientals appear in tone to the picture. Bales of Oriental rugs, Arab lents, volved, because it was Mr. Selig's advertised. wish to make this picture a typical Selig standard of excellence. Carpet From Bagdad" has not yet produced by the Selig Polyscope been announced, but the picture has Company, as the South American going the necessary mechanical pro- incidents told in the story require cesses to prepare the film for public | the depicting of all kinds of scenes

Studio and Laboratory, Chicago Western Avenue and Irving Park Boulevard

among exhibitors and among theater in the Selig Jungle-Zoo while filming | might mean a tragedy, in which of South America." The Selig Polyscope Company

Western Studios, Los Angeles Edendale and Eastlake

Jungle-Zoo at Eastlake Executive Offices CHICAGO, 20 East Randolph Street European Offices Located in London

Ninety Per Cent of All American Motion Pictures Come From Metropolis of Southern California and Immediate Vicinity

Seven Millions of Dollars Paid Out Every Year in Salaries by These Companies and Other Millions Being Invested Here

The annual payroll of moving picture companies located in Los Angeles is estimated at \$7,000,000.

The present investment of these companies in Los Angeles plants is \$3,000,000.

One company plans spending \$4,000,000 on its plant. Two others are investing a

million each. Ninety per cent of the moving picture films made in America come from Los Angeles.

With an annual payroll amounting to more than \$7,000,000 and an actual investment in property and equipment of approximately \$3,000,000, the motion picture industry within the past year has loomed in the foreground as one of Southern California's leading commercial enterprises.

Many more millions are being invested in plants and equipment. The Universal Film Manufacturing Company will spend \$4,000,000 upon its big place in the San Fernando Vailey, just beyond Cahnenga Pass, the first unit of which has been completed. The New York Motion Picture Corporation is putting a million dellars into its film play city, Inceville. The Selly Polyscope Company has prepared plans for a million-dollar plant. Most of the other companies also plan expansion and better equipment.

In Los Angeles and its immediate vicinity are located more than minety per cour of all the motion picture producing companies in America. This means that. nine-tenths of all the scenes thrown on the motion picture screen in the thousands of motion picture theaters scattered throughout the world, are taken in the vicinity of Los Angeles. The Angel City has gained the name of the home of the motion pictures.

Perhaps no form of advertising bas done more to boost the Angel City than I the moving picture camera. Before the motion picture industry became such a Tactor in Southern California, the only method of extolling the beauties of the Golden State, was through the newspapers, railroad folders and magazines, Hut with the advent of the motion picthree camera, scenes from the most beau-

of the globe. It is estimated that 10,000,000 persons, in all parts of the world, nightly view pictures of Los Angeles county scenery under various labels.

tiful parts of Southern California are

daily flashed on the screen in all parts

Ideal for Photography

Southern California, and Los Angeles in particular, is ideally situated for the taking of motion pictures. The first asset is the light. For photographic purposes the strong even light of Southern California can not be equaled in any part of the world. In this light it is possible to take outdoor pictures during the entire year. Here is found the ideal combination for taking moving pictures, strong even light, mountains, ocean, ellmate and beautiful scenery. During the past two years the big motion picture companies have sent representatives to all parts of the globe to find locations for taking moving pictures, but no place could be found that offered the natural advantages possessed by Los Angeles.

In selecting locations for taking exterior scenes, the motion picture director will invariably choose the most beautiful spot that can be found, Seeing these beautiful scenes on the motion picture screen has resulted in thousands of tourists coming to Los Angeles to live. No city except Los Angeles has ever had the benefit of such wonderful free advertising. Aside from the publicity value derived from the motion pictures. Los Angeles is largely benefitted, from a financial standpoint. Thousands of employes, including players, camera men, carpenters and stage hands, work at the big studios during the year round. Their salaries are almost all spent and invested in Los Angeles. A large number have built homes and bought property here.

Among the motion picture managers who were the first to recognize Los Angeles as the ideal location for taking moving pictures, was D. W. Griffith, the world's foremost moving picture producer. When Mr. Griffith left tho Biograph Company to become directorin-chief for the Reliance and Majestic companies in the Mutual Film Corporation, he moved his entire organization from New York to Los Angeles, where he built his blg studio and installed the factory for making and developing his pictures, in Hollywood,

"The City Beautiful"

Since coming to Los Angeles, Mr. Griffith has become one of the most ardent boosters for the Southland. So enamored was be with the beauties of Los Angeles that he recently had produced under his personal supervision "The City Beautiful-Views of Los Angeles." This two-reel picture showed the most beautiful scenes that could be found in the Angel City.

For three days Mr. Griffith and several of his assistants traveled over all parts of the city, selecting only the most beautiful scenes that would redound to the credit of the city. Mr. Griffith

wrote the scenario for this picture. The "City Beautiful" was released simultaneously in every Mutual theater throughout America, Europe and Australla. This picture was viewed by milllons of people and was conceded to have been one of the best publicity stunts that has as yet been done to attract world-wide notice to Los Angeles. Mr. Griffith was the first motion picture director to move an entire organization, which is one of the largest in existence, to the Pacific Coast.

The RIVIERA of the WEST Cholly Angeleno

ROM the days of the old Spanish regime, when danced to the dreamy music of the gultar, or varied this amusement with horseback riding that

Full of Romance

seldom took them beyond the confines of their own vast fam-Early Days by estates-from that time of unparalleled luxury and case among the wealthy sons and daughters of old Spain in this country, Southern California has been a place of culture and hospitality.

Those were the days when the de la Guerras, the Pachicos, the Sepulvedas, lived comfortably at Santa Barbara and projected their interests further into the southern country; when Don Juan Bandini, father of the late Mrs. Arcadia de Baker, might look as far as the eye could reach in any direction without seeing other land than his own.

Far-famed was the beauty of California's women. whom General Sherman called the most charming of his experience. Known as headquarters for certain of the Spanish army's most gallant officers, the southwestern coast as a social center, compared even then, very favorably with older and better known localities. 4 4 4

T) UT that time, full of romance and beauty, though D it was, has passed. Like the perfume of wild flowers, waited on summer breezes, and coming from

Passing of

Spanish

Period

fields visited long ago, are the memories of that old Spanish period, while taking its place in an entirely new era-an era of activity in which the best elements of many countries are represented.

True, descendants from some of the old Spanish families remain, but most of these have married persons of other nationalities, and all apparently have caught the spirit of present-day progress.

If, however, the ease-loving senors and senoritas, as distinct factors in the social life of Southern California, have passed into memory, the glorious hills and valleys over which they rode, the limpid streams and crystal lakes where their eager steeds paused to drink, the great blue Pacine, the "ocean of peace," still remain, fresh and inviting as in the old days, and under the reign of new and progressive thought, give promise of a wonderful future about which those early residents dreamed not even vaguely. 0 0 0

LOWLY at the first the change began to come about. A few wealthy Southern families purchased homes here. The Severances migrated from

Easterners Find a Paradise

classical Boston and settled in what is now West Adams street. The Wells family, also from the same Eastern locality, erected a residence on Fort IIII. Then from all parts of the Union came

other persons of discrimination and with sufficient means to assist very materially in the development of Los Angeles and the Southwest, a development which has grown in momentum like a ball plunging down hill, until today Southern California, "the Riviera of the West," is known wherever men and women of culture may be found.

And this is no empty title, given by some fond, home-loving Californian. It is applied by those who, having traveled the world over, find here incomparable climatic conditions and natural beauties calculated to make this the playground of the wealthy, while at the same time refined, educated men and women of moderate means, who are in search of an ideal place in which to rear homes and enjoy the best that social life can offer, also are finding on the Southwestern Coast the El Dorado for which they look,

4 4 4 . TN regard to the personnel of its leisure element, L Southern California holds a unique place among important sections of the world. It has not grown

Of Varied

Tastes and

Ambitions

from a small community of people having all similar tastes and ambitions, but has drawn, like a great magnet, from every direction, so that its society is cosmopolitan, varied as to aim, and itself a thing of fascinating va-

riety and interest. There are the lovers of outdoor sports, those who haunt the country clubs, devoting themselves to golf and tennis, those who gallop over the hills on spirited horses or motor for the very joy of going. There are the polo enthusiasts and the yachtsmen as well as the intrepid mountain climbers who seek rugged steeps to try their powers of endurance and satisfy their craving for a broader view.

There are those who regard life from an intellectual standpoint, their keenest pleasure being musical or literary endeavor, sketching painting, acting, and these, many of them formed themselves into clubs for the better promotion of their pet in-

For example, the Amateur Players, with Mrs. Hancock Banning this year at its head, represents both serious effort and the lighter activities which are in the nature purely of social diversion, the "thes dansants" and the dinner dance being incidental to much of the rehearsal work. This organization has as one of its main objects the study of plays, superior in their literary merit, but usually denied to the general public because, failing to catch the popular fancy, they do not appeal to the theatrical manager

as likely to become brilliant financial successes. Several of these plays have been given before large audiences in the beautiful Greek theater at the Hancock Banning's country home near Wilmington, and thus again society has shown its love of the great outdoors which is Southern California's strongest asset in connection with its claim to superior attractions for men and women of leisure,

N ANY case this section would be destined to be-L come, within a few years, a strong rival of the best European resorts among persons whose means

Rival of

European

Resorts

enabled them to travel wheresoever they will, but in view of the present troublous times beyond the sea, this period of development for the Southwest must necessarily be hastened.

With Mentone, Monaco, Paris, Calais, Dunkirk, Ostend and others of the famous cesorts, quivering under the despotic reign of Mars, the thoughts of those formerly accustomed to vish these places of pleasure, naturally turn in other directions, and California is a logical alternative, possessing, agent does, all the possibilities of Newport

and the Florida coast, While, under the cyclone of war, many attractions of the old world are being swept away like dreams of a night, those of the West spring flower-like into full and glorious bloom.

AAA EROM Monterey to Coronado the Pacific Coast L' abounds in natural attractions situations favorable to all the pleasures that Europe can boast even

in time of peace, and the people -long satisfied with viewing From what previous generations have built up on naturally favorable Monterey to sites of Britain and the Contl-Coronado nent, are now taking a new turn

of thought-that which will lead them to note the wonders being developed on foundations which compare more than favorably with any that have sustained the old world's traditions. Here we have the mountains and the sea, the lakes of the North, the level plains that lend themselves ad-

mirably to use as polo fields, the more uneven country in which the golf enthusiast delights. There is the stretch of shining beach with here and there a cluster of beautiful homes, and summer and winter it is peopled with bathers who find the

water as pleasant in December as in August. Up at beautiful Arrowhead may be found some of the most marvelous hot springs appearing anywhere in the world-hot springs that gush from rocks which

overshadow crystal streams of ice cold water. There is Coronado with her various outdoor sports, her yachting, her golf and tennis - sports in which the contingent of army officers and aviators, always stationed at North Island, take active

The claim that Southern California is becoming recognized as an ideal place for out-of-door sports is sustained by the fact that for the last eight or ten years the best polo tournaments of the country, attended by the most distinguished exponents of English polo, have been played at Coronado

and other places on the Pacific Coast. Santa Barbara is still a resort of the leisurely. who like even in the midst of busy, modern life to find now and then a spot of ideal restfulness. And there is beautiful Montecito, its famous suburb. where a splendid Greek theater has been established.

CAN PEDRO is soon to have its military post, Which will bring to the social life of Los Angeles and vicinity a new and altogether delightful element, recalling the days when the army set was the hub around Where All

the People

May Play

which the local fashionable world revolved.

Pasadena, with its wonderful winter climate, is peopled from November to February with rep-

resentatives of wealth and refinement who prefer this place to any other resort. Here the McDonalds of London, England, come for their winters; here Henry E. Huntington has established a palatial home, and it is here that he and his wife, hitherto devoted to her charming chateau near Versailles, France, expect to come very soon for permanent residence. It is here that the famous sunken gardens of the Busch estate are located, and here that palatial residences line many stately streets shaded by tropical trees and bordered by blossoms the year round.

It is here—it is everywhere throughout Southern California, that men, women and children may play in the sunshine even while those of less favored climes must be housed away from the biting cold of relentless winter, and it is to the Southwestern Coast that the world is looking today for a new "Riviera" about which the social life of two continents may cluster, finding compensation for much in Europe that is now being swept away by war's devastating storm.

Transcontinental Lines Require Larger Terminal Facilities to Handle Increased Business

Of the three transcontinental lines that reach Los Angeles, the Southern Pacific has almost completed a new \$750,000 passenger depot and the Salt Lake Railroad has prepared plans and specifications for spending hundreds of thousands of dollars in improvements, including the erection of a new passenger station. The third road, the Santa Fe, has excellent facilities for handling its passenger traffic.

These railroad improvements are but another proof of the prosperity wave that is breaking upon Los Angeles. Keen railroad officials have seen into the future, judged the city's growth by its past record, and have realized the demand that will be made upon all transportation lines in the years to

One of Finest in West

By the time the 1915 tourists begin to arrive the Southern Pacific depot will be completed and work upon the new trackage will then be pushed forward. The building of this depot was made necessary by the rapid and heavy increase in passenger traffic.

The building has been erected practically on the site of the old Arcade depot and partly on uneccupied ground. The new depot is of classic architectural design, consisting of a main central business building and two wings. The central portion is three stories in height and the wings two stories. The central feature is a big waiting room, forty feet high and of Class A construction; the wings are of Class B construc-

The building faces Central avenue, Ceres street and Fifth street, with a main subway entrance underneath the passenger tracks from Alameda street on the east.

The structure proper is 110 feet by 600 feet. With the train yard it covers fifteen acres. The yard is to contain fourteen trucks, each track capable of holding a maximum train of fifteen passouger cars and two engines. Entrance and exit to and from all trains is had by means of a subway running under the main passenger yard. This exit opens into a room 50x70 feet, known as the "Public Concourse,"

The quain waiting room is So feet by 210 feet and so constructed that persons leaving the trains are separated from those departing upon trains.

Ready for 1915 Travel

The new station contains all modern features. Everything has been done for the welfare, safety and comfort of the passengers. It is said to be one of the finest depots in the West.

The building of this depot was the signul for considerable development in that section of the city. A \$500,000 hotel has been planned near the valiroad and it is expected that construction work upon it will start early next year.

"Salt Lake Line" plans; specifications and estimates for new passenger facilities are now under consideration by the directorate. It is understood that operastions will begin in the near future.

The proposed plans call for the erection of a new passenger depot at Seventh street, east of the Los Augeles River, upon a site now in the road's possession. It is also planned to erect a ten-story office building adjoining the new depot for the accommodation of the general and local offices of the road.

The new passenger station, according to the plans, will be in the Mission style.

(From the Paughkeepsie Star,) Moving pictures of the Los Angeles "Examiner." William Randolph Hearst's Southern California morning newspaper, were shown by the Vitagraph Company, with which Mr. Hearst co-operates extensively, at Cohen's Theater last night. The "Examiner" unquestionably is entirely modern in its equipments and methods. It prints every morning, with a Sunday special similar to all of the Hearst Sunday editions,

The nudience was taken to the blg Spanish building in which the plant is housed. They then entered the editorial rooms and followed a "war extra" from the first stroke to the finish of its printing. It actually took three days to make the picture, because of several conditions, but the work was shown in its proper order, and that was the re-

'The "dally conference" of the "Examiner" staff, required by Mr. Hearst in all his papers for the exchange of ideas, was an interesting feature. The reporters' room; the art room, the engraving department, the composing room, the proofroom, the casting of plates, the press still and in operation, were shown in the order in which piece of news would pass them on its way to the renders.

The composing room and stereotyping departments of the "Examiner" were shown, and it was in them that the most activity could be noted by the lay observer. Such scenes as attend the "going to press" of any wide-awake newspaper are calculated to stir interest. Men work at lightning speed, with accuracy and precision, without which the day would be lost. The public seldom sees the 'garrison finish' on great news day, for it is usually desirable to admit none bu the workers to the composing room.

SOMETHING NEW "SAW-WOOD" Dressing Combs Indestructible, Non-Inflammable 'em. Demonstrators, house-to-house canvassers, atc., get our new catalog.

ASK YOUR DEALER for No. 2700, all soarse; No. 2700. 1/2 coarse and fine. If he can't supply you, to introduce we will send your choice to any address, postage prepaid upon receipt of 33c. THE SAW-WOOD COMB COMPANY. 517 Tomple Court, Atlanta, Ga.

of Famous Keystone

MACK SENNETT

After a long and pleasant engagement | dared?

Comedies

Mr. Mack Sennett bears the distinction | with the Biograph he became the organof being one of the pioneers of popular | lzer and principal organ in the newlyfilm comedy. After a long and versatile the courage of his convictions, during for career upon the speaking stage, he turned something new and different, he has set his back upon comic opera to enter the a pace in the popular brand of comedy Biograph Studio, where, under able di- safe beyond the reach of other imitating rection, he leaped into popular funcy as competitors. None other would have posa film favorite. After several notable sessed the courage to undertake six reels successes as a character comedian, Mr. of frolle so successfully accomplished in Sennett took the field as producer and the Maria Dressler feature, "TILLIE'S steadily climbed to a position without ri- l'UNCTURED ROMANCE," and who other valry in his particularly gifted profession. | would have been so successful had they



Presents The Wrath of the Gods The Typhoon The Bargain With

Coming-The Italian, With George Beban. On the Night Stage, With Robert Edeson, W. S. Hart and Rheal Mitchell.

In Preparation-The Cup of Life, With Bessie Barriscale.

HOBART BOSWORTH

Of the many gifted men whose names are inseparably linked with the upbuilding of the theatrical and motionpicture profession in Los Angeles, none so thoroughly typines the spirit of the metropolis of the great Southwest as Hobart Bosworth, actor-manager. To the country at large he is a capable and fiuished interpreter of buman emotions. To his fellow Angeleno he is all of this and more. He is a capable citizen, a stage idealist who is making good his dreams and hopes for a better American drama by dint of the same sort of inexhaustible energy and mentality that has made Los Angeles the commerchal wonder city of the United States, The "Odyssey of the North," "The Country Mouse, "The Sen Wolf," and "Buckshot John" are



The California Oil and Asphalt Co.

Company in the year 1911, it has met with unprecedented success in the marketing of its principal product-"PREMIER" Asphalt, due solely to its exceptional quality. Paving Contractors have shown by the exten sive orders continually being placed with this Company that they consider this brand of asphalt is absolutely reliable, and by using it their reputation is safeguarded. Judging from the continuous additions to the refinery on East Vernon Avenue and Vice President Jas. R. H. Wagner Co. Santa Fe R. R. Tracks, their mottoof "Quality First" must be the secret of success. Engineers and Paving Contractors will be furnished samples upon application to the offices of this Company, situated at 200-Grosse Building, Los Angeles, Cal,

Southern California has Canal brings a new industrial era. and commerce.



F. C. KINGSBURY

Did you know that there are more beach points within an hour's ride of Los Angeles than in any other three States of the Union? And that these beach points are fully equipped for your entertainment 365 days in the year?

Los Angeles County, acmanifold advantages for manufac- | cording to official figures, is the richturing both for the home and export est in the State, yet still has oreut trade. The opening of the Panama undeveloped resources in agriculture

FIF following State societies in Los Angeles have regular meeting nights at the time and place mentioned below: Arkansas-First Saturday of each

enth street. Canadian Club-Third Saturday, Fraternal Brotherhood building.

month, Federation Hall, 953 West Sev-

Colorado-Third Friday, in Friday Morning Clubhouse.

Connecticut-Third Thursday, Federation Hall.

lowa-Under the name of the Des Moines Club, dines at Hotel Woodward at 6:30 p. m., on second Tuesday of each month.

Idaho-Third Saturday, Federation Illinois-Second Wednesday, Federation

Indiana-Third Tuesday, Fraternal Brotherhood building.

Hall. Kentucky-Fourth Saturday, Federation Hall.

CONTRACTOR CONTRACTOR

ANNUAL PICNIC DATES THESE nine State societies

have permanent dates as follows for their annual picnics: Colorado, August 1; Illinois, Eastlake Park, February 12; lowa, Eastlake Park, February 22, and Bixby Park, Long Beach, August 14; Montana, February 22; Minnesota, Eastlake Park, February 12; Missouri, August 14; Wisconsin, February 12; Washington,

and August 7. Other State societies choose their picnic dates from year to year.

Massachusetts-Fourth Monday, Feder-

February 22; Wyoming, March 6

ation Hall. Mississippi-First Friday, Federation

Michigan-First Tuesday, Blanchard Virginia-Fourth Thursday, Federation Kansas-Second Saturday, Federation Missouri-First Tuesday, Fraternal West Virginia-First Monday Fraternal Brotherhood building.

New Hampshire-Third Monday Fraternal Brotherhood building.

New Mexico-Second Monday, Federation Hall. Nebraska-Third Friday, Federation

New Jersey-The Twenty-ninth of each month, Federation Hall. New York-Second Tuesday, Federation

Nevada-The Thirtieth of each month, Federation Hall, North Dakota-Fourth Wednesday, Fedcration Hall.

Oregon-Second Thursday, Federation Ohio-Second Tuesday, Fraternal Brotherhood building.

Pennsylvania-Fourth Tuesday, Fra-

ternal Brotherhood building. Tennessee-Second Tuesday, Federation Utah-Second Friday, Federation Hall.

Brotherhood building. Wisconsin-First Monday, Federation

Hall.

By L. D. Sale

Chairman Foreign Trade Committee, Los Angeles Chamber of Commerce We, of Los Angeles, thirty years ago majority of people coming here on acpeople of all classes but mostly persons | of means. As the word went out, it

we cannot all live Just what the future of the cotton inties for the future were very much mis- best posted on the situation do not be-

Nine out of ten becole with brains that ble of producing other crops that pay | tions remain favorable another bale may came here wanted to come again, and well, and it is not thought likely that the be ginned from the seed of the second there was a zerm planted in those that ranchers will be willing to lose a crop | bale before the season closes. visited us that made them dissatisfied while waiting for the peace of Europe. with their old home, and as soon as they It is certain that cotton will always be | Best in the World. could dispose of their ties, they came a staple of the Imperial Valley, for sevcountry, and all got busy and developed in great heaps in the open fields for In view of all this it may well be prewater, transforming the arid lands into weeks, awaiting the convenience of the dicted that, although the cotton industry gardens which produce and ship per year grower, and suffers no damage. Maxi- in the Imperial Valley has increased from over forty-nine thousand cars of oranges | mum results can be produced at minimum | nothing five years ago to a 1914 crop of and lemons, as well as celery, canta- cost.

ountries with our own, and such a cam- ers' supplies ous countries, and our Chamber of Com- | Bead novelties complete file of Government and other Brass iron and steel Irrigation supplies (b) Keep a carefully indexed system of | Cans of Los Angeles and cities located | Canned goods within the tributary territory, as well | Car wheels as those of foreign cities, together Cement tries and of commodities produced in Cloaks and suits States, to be supplied to foreign mer- | Confectionery

(e) Bring to the attention of Los An- | Dental supplies geles manufacturers and exporters for | Drugs elgn trade opportunities secured from Display fixtures Direct Financial Relations

By taking their crude materials such as troduced into our public schools, so that take its place in the lead on both im-Pubber, bides, minerals, etc., the prob- our young men will be able to meet with | ports and exports from all these southern 225 of cargo both ways will be assured our Latin brothers and converse with Countries.

VERNON-The IDEAL INDUSTRIAL CITY of the GREAT & SOUTHWEST TO

lines for bringing to Los Angeles a mill as great as the Oak-

Several varieties of cotton are grown in the Imperial Valley, the principal being the Upland, Egyptian and

Offer Inviting Field for Capital

that it could not be tion has caused many of the growers seems certain that the effect will be a considerable lessening of the cotton acr age in this valley next year; but those lieve the shortage will last longer than

climate. Rains do not hinder. In many ton crop conditions to be absolutely per-

(Continued From Page 2, Column 4.)

cotton, and "The Imperial Valley Long | cotton, owing to its being able to obtain better rates in shipping from this section than can be obtained from eastern ports. If this comes to pass, the future of the industry here is secure. The natural conditions in the Imperial

Valley strongly favor the growth of the cotton plant. They are not to be excelled planted weeks earlier here than anywhere else in the country. The picking begins earlier and lasts longer than it does anywhere else in the country, and not one of first bale of the 1914 crop was ginned in Calexico on June 17, and from the seed land now planted to cotton here is capa- about the middle of October, and if condi-

found in any cotton section of the Union. and stands among the best of the country's ing away the \$1000 silver trophy. In 1913 re prevalent in other cotton sections. | the United States Government Census |

65,000 bales, valued at \$5,000,000, it is oricots, peaches, raisins. This year Japan has interested itself still in its infancy, and will yet become in Imperial Valley cotton, purchasing for | the best cared-for and most valuable cother own mills large quantitles at fair | ton crop, according to its acreage, in the fices, considering the present depres- United States.

launches

Mexico, Central and South America- A RTHUR W. KINNEY, industrial commissioner of the Los geles. This despite the fact that it not a factory among them—and last, but ing table of commodities, which can be furnished here in con- boundary exists to show where one begins or the other ends.

commerce is beck- Auto supplies and sun- and office Iron and steel bars

the Government Bureau and other | Electrical apparatus and Mineral water Juring the past year the department | Elevators and enclos- Music rolls

has been in correspondence with Ameri- ures can Consuls in many countries and much | Enameled signs of the information obtained therefrom Engines

the writer understands that instead of place as an agency of prime importance, compete with our German and English being sunk as they are through a seen in the way in which the Los or any other city. Here runs the London being the center of the world's In fact they go hand in this all- competitors, who have long since realized sandy soil the entire depth are very Angeles outfall sewer, which cost street car lines which give ready money market to the extent that all bills important work. The port of Los And the necessity of preparing their young easily constructed and at slight extent that city several millions of dollars, transportation to the thousands of foreign exchanges ultimately to be liqui- ple warehouse facilities, which bids fair into these countries to solicit the trade. The city at the time it was in- of Vernon at a cost that might al- Vernon factories. Santa Fe avenue being made to have these bills of of the world. It is unquestionably the humored, and a close study of their re- Salt Lake, Santa Fe and Southern on its way to the sea passes through in Southern California and after S. Fleisher Oil Co. they have had in the country lying west of the Rocky Moun- Englishman, but they want people who since extended spurs and side- tees, this sewer facility is placed at as well as all the other paved streets banks which have been so long estab. We now have sixteen steamship lines into their customs, treating them fairly with them and likewise the street non at a cost of \$8.50 for every acre geles Paving Company, of which E. P portance toward fitting Los Angeles for we are on the eve of a new shipping era. | nearly done, with the consequence that the markets of the world is her rapidly Their cargoes are steadily on the in- they have succeeded in wresting from the telegraph companies have established non. Increasing industrial development. In crease, their schedules becoming more other nations the majority of South lines all over the city. Oil pipe lines this she is not only preparing to meet a regular, which indicates that we are American trade. The South American, traverse Vernon for the purpose of

We now have American banking justi- for the port of Los Angeles. Our harbor, them in their own language, and thus any quantity desired at less than 140 advantage of every opportunity to thoroughfare that might well grace tutions located in South America, and vies with our industrial development for place us in the position of being able to feet under the surface and the wells lower the cost of public utilities is any residential section of Los Angèles Arect upon our own in- shipping center of the great Southwest, quirements and methods of doing busi- Pacific railways passing through it Vernon. By an arrangement with usage by heavy auto trucks and Graham Iron Works. the German and Eng- being more accessible for distribution ness is necessary. They do not like to the coast at Redondo Beach and Los Angeles and the outlay of less oil tank wagons shows not the ar have the great and also receiving freight for all of the the "birds of passage," as they call the San Pedro, and these railroads have than \$13,000 by the Board of Trus- slightest sign of wear. This street. touching at the Port of Los Angeles and accepting their methods of doing railway companies have built through of ground. This is one of the many Werden is the owner and manager the factor of first im- and their activities would indicate that business. This the Germans have more | Vernon both their industrial and pas- | elements that help to keep taxes |

Oil well supplies

Water meters

fured products, but progressing commercially in keeping with however, likes the American-made goods, reaching industrial plants and many is also working herself into a position the other growth of the country which and as soon as we teach him by per- miles of streets have been of whereig she can use the raw products surpasses that of any other community sonal contact to like our people and meth- graded, paved and improved, accordods as well, our purpose will be accom-The Spanish language is now being in- plished and the United States will soon | methods.

In those days it was slightingly

referred to as the "River Bed" and

is known as one of the most pros-

systems, and containing within the

twelve oil refinerles, stations and o'

well supply houses, four packing

houses and stockyards, the largest

car wheel plant on the Pacific Coast.

The marvelous growth of Vernon.

advantageous conditions surrounding | cost.

the city for industrial purposes.

the "hog raising" district. Today

Within Easy Reach

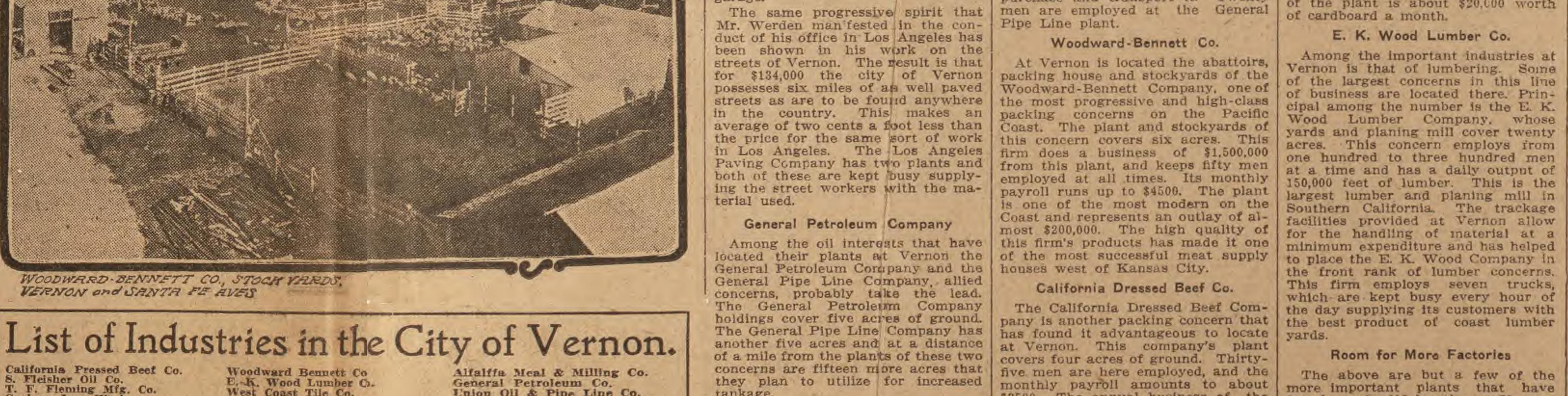
which prevails in Los Angeles.

The assessed valuation of prop- on the street railways, a 5-cent fare | Station, and thence south on Downey erty is more than two and a half extending in and through the city Road about one-half a mile, then millions of dollars. Twenty-five just the same as in Los Angeles. A west to Boyle Avenue, south t thousand men are employed daily in | twenty-minute ride from the heart of | Fruitland Road, and west on Fruitproducing the output of this great | the Los Angeles downtown business | land Road to Santa Fe Avenue, then | industrial community. The annual center brings one to the heart of the south to Slauson and west to Alapay roll reaches way up in the mil- city of Vernon. The cars run every meda and north on Alameda lions. At the time of its incorpora- | ten or fifteen minutes. The gas, tele- | Twenty-fifth. This description readtion in 1905 real estate in the city | phone and electric light and power | ily discloses Vernon as one of the of Vernon was worth \$350 an acre. rates are the same as in the city of most accessible portions of the ter-Today it has an average value of Los Angeles, while the tax rate is 80 | ritory embraced within the Los Angeles, while the tax rate is 80 | ritory embraced within the Los Angeles, while the tax rate is 80 | ritory embraced within the Los Angeles, while the tax rate is 80 | ritory embraced within the Los Angeles, while the tax rate is 80 | ritory embraced within the Los Angeles, while the tax rate is 80 | ritory embraced within the Los Angeles, while the tax rate is 80 | ritory embraced within the Los Angeles, while the tax rate is 80 | ritory embraced within the Los Angeles, while the tax rate is 80 | ritory embraced within the Los Angeles, while the tax rate is 80 | ritory embraced within the Los Angeles, while the tax rate is 80 | ritory embraced within the Los Angeles, while the tax rate is 80 | ritory embraced within the Los Angeles, while the tax rate is 80 | ritory embraced within the Los Angeles, while the tax rate is 80 | ritory embraced within the Los Angeles, while the tax rate is 80 | ritory embraced within the Los Angeles, while the tax rate is 80 | ritory embraced within the Los Angeles, while the tax rate is 80 | ritory embraced within the Los Angeles, while the tax rate is 80 | ritory embraced within the Los Angeles, while the tax rate is 80 | ritory embraced within the Los Angeles, while the tax rate is 80 | ritory embraced within the tax rate is 80 | ritory embraced within the tax rate is 80 | ritory embraced within the tax rate is 80 | ritory embraced within the tax rate is 80 | ritory embraced within the tax rate is 80 | ritory embraced within the tax rate is 80 | ritory embraced within the tax rate is 80 | ritory embraced within the tax rate is 80 | ritory embraced within the tax rate is 80 | ritory embraced within the tax rate is 80 | ritory embraced within the tax rate is 80 | ritory embraced within the tax rate is 80 | ritory embraced within the tax rate is 80 | ritory embraced within tax rate is 80 | ritory embraced within tax rate is 80 | ritory embraced within tax rate is 80 | ritory e the one side or the beach cities on Backing up their advantageous lo- the other. and the wonderful future that lies cation by economy of administration

before it as one of the great manu- | the Board of Trustees has succeeded | Within the past few weeks a confacturing localities of the Pacific in creating an ideal spot for the de- | crete bridge has been completed Coast, is due to the fact that the city | Velopment of Pacific Coast industries | across the Los Angeles River at | wholly in the interest of the estab. | mies practiced by the Board is the opens a new territory at Hobart Stalishment of industrial plants, giving system of paying in cash for public tion and makes possible a shorter such businesses the preference and improvements, such as paved streets. | route to San Diego, via Downey and | right and protection, the owners of Instead of taking advantage of the Norwalk. This will be the nearest property and the residents of the city | bond issue system under the Vron- | route to the wonderful exposition | recognizing the fact as did the city man act, Vernon by its general bond that will be held in San Diego of Los Angeles when it extended its issue plan secures the needed cash, throughout the year 1915. 25,000 and is the cheapest, in point was wholly unfitted for residence done. In this way it secures its im of price, of any structure of its kind purposes as against the peculiar provements at the lowest possible in the State of California. Santa Fe avenue is the main

artery to Vernon. It is asphalted An example of the avidity with along the entire length that passes Water can easily be obtained in which the Board of Trustees takes through Vernon and is a wide clean

L. A. Paving Co. acts of the Board of Trustees was in securing this experienced contractor | R. E. Graham Foundry. There is no extra charge to Vernon along Twenty-fifth street to Hobart account of his having purchased the boundary of Los Angeles and runs a campaign waged against him on | Vernon Feed Co.



Standard Packing Co Security Construction Co.

E.K. WOOD LUMBER CO

riffin Car Wheel Co.

Republic Iron & Steel Co C. W. Hill Chemical Co Vernon Live Stock Co. Gautier Sand & Gravel Co Union Iron Works. Coleman Oll Co. Pickett Marble Works. L. A. Railway Material Yard.

Union Oil & Pipe Line Co. American Brake Shoe Co. Los Angeles Foundry Co

an outlay of \$150,000. Being a com- many years of experience.

CONCRETE CASE ENCLOSING OUTBALL SEWER

duct of his office in Los Angeles has

Mr. Werden man fested in the con- | Pipe Line plant.

General Petroleum Company and the | houses west of Kansas City.

holdings cover five acres of ground. | pany is another packing concern that | the best product of coast lumber The General Pipe Line Company has has found it advantageous to locate | yards. another five acres and at a distance at Vernon. This company's plant of a mile from the plants of these two | covers four acres of ground. Thirty-\$3500. The annual business of the found a splendid location at Vernon. | Where persons intend making actual by the Los Angeles land office. At Vernon the General Petroleum | California Dressed Beef Company | Seventy-two in all makes up the total | settlement it costs less to take up land Company has a refinery which makes amounts to \$1,000,000. The invest- of the industries that stand as the under the homestead system than under residuum for commercial fuel oil and | ment of this concern at Vernon is | nucleus of what will one day be the | the desert land act; but an additions also tops its crude oils. The tops are approximately \$125,000. R. L. Bliss, biggest factory city on the coast. | year is required before proving up. converted into gasoline, engine dis- the pioneer packer of Vernon, is the There still remains room for many | While there are eight United States tillate and kerosene stock. Fuel oil owner of the California Dressed Beef more and Vernon and its Board of local land offices in California, the one

Among the oil interests that have this firm's products has made it one minimum expenditure and has hely

ocated their plants at Vernon the of the most successful meat supply to place the E. K. Wood Company

at Vernon amounts to \$150,000, con- ground. It employs forty men, and owners and is being handled by the mainder of San Bernardino County is in the finer cotton than any in the finer cotton

* * * * APRIL 24 AND 25-This is the moving picture metropolis of the world, and it is proposed, with the co-operation of the Universal Film Company, to hold at the Stadium, on the days mentioned, a great production to show exactly how moving pictures are taken.

* * * * MAY 1 TO 8-An elaborate program is being prepared for the "May | Day Festival," which will last through the week beginning May 1. The main feature will be a big California "Rodeo," at which the latter is confine crack riders and ropers of the entire country will compete for large prizes. Wild West sports will be presented and there will be im- Los Angeles has been noted for many mense day parades, in which floral floats telling the story of "The Golden West" will be a feature.

In this parade will also appear floats with school children, each the East railway construction has f planned are:

Decorated auto parade with prizes. Horse and carriage parade, decorated, with prizes.

Pan-fraternal parade, with prizes.

Pageant of States and nations, to which the various State and | preparation may be made ahead of time

Angeles at that time, and the schools will be asked to contribute has been opened up as Los Angeles'

JULY 2, 3, 4 AND 10 TO 17—A great pageant, "The History of the Old | yound Pomona. In this work alone more days gone by, will be staged.

Los Angeles will be "The Westerners," a troop equipped with cow- at the Lordsburg cut-off, north of Poboy costumes, which will appear in all the parades. The organization of this troop is in the hands of Brigadier General Wankowski of the National Guard of California.

BEEF CO. ABATTOIRS

Its monthly payroll reaches \$3000.

five wagons, is one of the most com-

acres of ground. The vast important

trial growth, can be judged

the fact that there are here employ

fornia, so sadly in need of indus

no less than three hundred men every

ducing 400 car wheels every twenty-

New Plant Nearly Finished

well on its way towards-completio

cipal among the number is the E.

yards and planing mill cover twenty

Room for More Factories

tactured articles.

is one of the most modern on the | Southern California. The trackage

The California Dressed Beef Com- | the day supplying its customers with

most \$200,000. The high quality of for the handling of material

day. These men are engaged in pro-It is an erroneous impression that all Francisco, Sacramento and Marin. few years the Griffin Car Wheel As Mr. Robinson aptly remarks, in a is useless. beautiful garden spots in America. | desert land. California is of this type.

The factory building itself covers 90 000 square feet and the factory yard | Blg Reclamation Works

Mills, another Vernon industry, is the individual to attempt this is prodigal the only one of its kind in Southern the government has also been eeffeted by and Visalia Districts. of the plant is about \$20,000 worth E. K. Wood Lumber Co.

Paving Company has two plants and from this plant, and keeps fifty men at a time and has a daily output of

SACRAMENTO, Dec. 21 .- California During the past year arrangement has 20,853,637 acres of public lands, ac- have been made tentatively for a recrcording to the report of the State Board ganization of the entire terminal operaof Agriculture. Of this, 15,633,304 is sur-veyed and 5,220,333 is unsurveyed. The More than \$1,000,000 has been spent in only counties having no vacant lands are repairs and betterments made necessary Sutter, Santa Cruz, San Mateo, San because of the floods of last winter

The investment in this plant rep- good government land in Southern The larger part of this area consists More Than 1000 Miles resents half a million dollars. The California has long since been appro- of grazing, timber, mineral, mountainous At the present time the Pacific Elecvast growth in railroad mileage in the Southwest has created the nethe Southwest has created the ne-cessity of this industry and it is con-Office. There is planty of it left uable, but for agricultural purposes most of trackage, serving an area of 2500 of it, because of lack of water or trans-square miles, and has a pay-roll of more fidently believed that within the next Office. There is plenty of it left. portation or because of its conformation, than 6000 employes.

Angeles County, along the coast into the corporation. Its assets total more than lower portion of Ventura County, or in \$40,000,000. them, being in the extreme southeastern portion of Riverside County. The Mo-

gion. The first two named are in Im- | More is planned for next year. eastern half of San Diego County, while | Angeles Railwoy receive their power from

was opened for entry. A portion of this fruits. Footbills and rolling lands proland is located in Modoc and Lassen coun- duce, where there is a water supply. of that law better suit the entryman; but | the State. This land is being eagerly | mesas (table lands), and thousands or concerns are fifteen more acres that five men are here employed, and the non-arid homestead lands may not be seized by the entrymen. Facts and conditate acres of wine grapes are now profitably they plan to utilize for increased monthly payroll amounts to about more important plants that have taken up under the desert land law. | thous concerning it are readily supplied grown thereon without irrigation. that the Government adopted a new rule and other portions of the Mejave and for entrymen. Heretofore a single entry- Colorado deserts, produce when irriman was allowed but 160 acres as a limit gated melons, especially captaloupes out under the new arrangement the limit grapes, corn, winter and summer vegwas raised to 320. In the future all land etables, alfalfa and similar crops, and that comes under the 320-acre rule must in some localities, oranges. The raising be situated in the semi-arid section of of hogs is a great industry in the Im-Townships along the Colorado have in the alfalfa fields, and their meat is been reserved for reclamation by Fed- much sweeter than that of trough-fed eral canals, a portion being open under | hogs. In the Coachella and Imperial

Dollars Have Been Made During Year Now Passing

Los Angeles has two street railway systems over which most of the city's population rides each day. These roads, the Pacific Electric and the Los Angeles Railway, have a total trackage of hundreds of miles. The former covers employ more than 11,000 men and women. years for having one of the most complete city and suburban transportation systems I in the world. But it is not content to lowed the growth of population, with the result that extensions have been built on! Into territory so congested as to enable the company to pay dividends on the operation of each piece of railway built | Enterprise in Building

In Southern California the plan has for the wonderful growth of Southern Co Ifornia. During the past year more than fifty miles of new line have been com

The most important piece of work the line from Upland to San Bernardino than twenty miles of electric railway was constructed. Additional work was carried on at Los Angeles Harbor and at Alamitos Bay. City lines were built in mona, where a new line will be built in order to cut the time of service between Los Angeles and San Bernardino. During the past year the Pacific Electric has received or authorized the purchase of \$1,600,000 worth of new passenseventy-five new cars, forty-five c which are of the gigantic interurban type and the remainder for shorter runs

works at Vernon will be as well report written for the Los Angeles San Bernardino County has by far the Pacific Electric is greater than the comknown as many of the famous indus- | Chamber of Commerce, all of Southern | largest amount of public land, 7,128,094 | bined total of electric trains of the five trial institutions located through the California was once regarded as desert. | acres, or more than one-third of the Eastern centers of trolley traffic, namely, big manufacturing centers of the This "desert" now contains the most | State's total. Practically all of this is Chicago, Indianapolis, Cleveland, Detroit and Grand Rapids. There are 807 sched-There is some desert land that will | Southern California, in fact, including uled passenger trains of the Northern diremain practically sterile under irriga- Mono and Inyo Counties, directly trib- vision alone, 424 on the Southern division tion, but it is officially stated that very | utary thereto, have a big majority of and 395 on the Western division. This is little of the "desert land" in Southern | the State's total. The only county north a total of 1621 main line trains operated 1,000,000 acres in Lassen, with 1,359,116. Los Angeles. In addition there are no the land is worthless for farming. With Those counties having more than 50, merous extras required for heavy beach traffic. In the city there are 2052 sched-Butte 54,824 Riverside .. 1,767,649 uled regular trains per day, eighty-four To handle this work the Pacific Elec-

> 8 000 in wages. The Pacific Electric has has built its system for the future of

people seated, at one time, and if all time, it would require 50,000 horse power to move the cars. The fare per mile on the Pacific Electric is declared to be less than any other road in the United States giving similar service per passenpany desert land filed upon. At present | ment land is still to be found in the of property values along the line built. from Santa Monica by the Sea, in Los About 4000 men are employed by the

Mountainous land, as in the Santa Monica mountains, is suitable for stock and bees and when irrigated, produces apples, cherries, and other deciduous

fruit, berries and alfalfa. In seasons of perial Valley. They are turned loose the strictest application of the home- valleys there is a future for dates, sugar stead laws, the remainder temporarily | beets and cotton. It has been demon-

Many Important Conventions Are to Be Held in the Far West Next Year

Welcome Prepared by Los Angeles, Which Leads the Nation in Club Work

Pacific Coast Conventions of Women in 1915

TOLLOWING is a list of the I several important conventions of women's clubs and organizations which will be held in Los Angeles and other Pacific Coast cities next year:

National Congress of Mothers, annual convention, Portland, Ore., in May.

International Sunshine Society, annual convention in Los Angeles,

Gathering Nation D. A. R., in San Francisco, early fall State Federation of Women's

Clubs, annual convention, San

Francisco, May 17 to 21. General Federation Women's Clubs, special day at Panama-Pa-

cific Exposion, May 22. National Y. W. C. A. biennial conference, Los Angeles, May. National P. E. O. Sisterhood,

Los Angeles. Special international suffrage conference in San Francisco, next summer.

California club women number more in proportion to population than anywhere else lu the country. California club women own more club houses than similar women elsewhere.

These are two statements heard often in the club world. During the next twelve months the many organizations of wemen in California, federated clubs, secret societies, W. C. T. U., benevolent organizations, Y. W. C. A., college clubs | Conditions Improving -all these will have an opportunity to prove the truth or such utterances. From all over American women are com-Ing, and from the Orient and the Old World. They will study club bouses, attend programs, look into politics and management. In fact, one of the greatest beneuits of the Panama-Pacific Exposition and the exposition at San Diego will be women's opportunity to know each other better.

The coming months will be somewhat of a bienulal or convention, for between enterteining guests from other States and listening to their brilliant speakers who will find place on club programs, telling of our own accomplishments in club work and suffrage, and the many social affairs, there will be little opportunity for rest

More Than 35,000 Members

California's State Federation of Wemen's Clubs, Mrs. Lillian Pray Palmer of San Diego, president, now numbers over 35,000 members, divided among 380 clubs in fifty-eight countles,

The Federation is divided into six districts, of which Los Angeles is the largest. having a membership of about 15,000 among a little more than 115 clubs. Here are to be found the Friday Morning and the Ebell clubs, the two largest in the General Federation, with the City Teach ers' Club having a membership of over 1200, a close third.

Its work is divided Into twenty-three departments, with five subdivisions being arranged under conservation. There are two special commissioners under the department of industrial and social conditions, and this year another special committee is working on revision of the by-

Within the year many new club houses have been built through the State. Two of the largest are in the Los Angeles District, those of the Santa Monica Bay Woman's Club and the Hollywood Woman's Club, each costing between \$20.are several others.

Country Club has added a fourth story of over 100,000 musicians, for with our to its building; the Century and the help the devoted workers, of which it is Callfornia Clubs have each made im- made up, hope to see some of their provements, as have the Ebell and Friday | dreams come true. Among these are the guests, and the San Francisco Forum has secured rooms in the Press Club building Here in Los Angeles the City Teachers' Club and the College Woman's Club have | ficent amount to be any inducement for | and enthusiasm with which Mr. Cadman ity Auditorium building, and here also the Southern California Woman's Press Chil) now holds its meetings. The Matinee Musical, the Lyric and the Harmonia clubs likewise meet in this new building. The Eusiness Women's Civic Chili has being added every month. secured new headquarters in the Metro-

politan building. Legislative Activity

dorsed but one proposed law, that intro- D. A. R. and many of the individual tions. At the holiday season, and at other duced by the Women's Conneil of Sacra- | chapters. work at 15 years, as is provided by the | land about April 27.

present inw. two laws which will permit women to Frank Stoddard president, will open its | choral organizations, besides those made serve as jurors. Miss Gail Laughlin of large new \$62,000 building. This is the up of pupils in the public schools. To This drydock has saved yessels in need of the San Francisco Center, has proposed | gift of Mr. and Mrs. O. T. Johnson. It | onter some the requirements are very a measure relating to improved com- is arranged to accommodate about strict, others are not so exacting, but for

by the Los Angeles Y. W. C. A. for the | while working. the largest individual association in the cation of the new building.

THIS is the tentative program for the 1915 session of the National Federation of Musical Clubs in Los Angeles: JUNE 24-Reception to officers; the music being furnished by Los An-

geles singers and instrumentalists. JUNE 25-Opening of the convention. Afternoon and evening devoted to the choral and orchestral work of the public schools. JUNE 26-Continuation of convention, with chamber music and orchestral

concerts afternoon and evening. JUNE 27-Every church in Los Angeles and vicinity will arrange for sacred concerts, including organ recitals by visiting organists, featuring exclusively works by American composers.

JUNE 28-The choral organizations of California will be heard in competitive concerts, day and evening.

JUNE 30-Artists' concerts, day and evening. JULY 1-First performance of the American Prize Opera.

JULY 2-Second performance of prize opera. JULY 3-Grand pageant, beginning with the music of the Aborigines,

followed by early Spanish and mission music and the music of the Padres; later Spanish music; the coming of the Gringo; music down to the present time and a parade of visiting musical enthusiasts.

Genesis of Great Festival to Be Held Here Next Year Is Told by Association's Secretary

By Mrs. W. H. Jamison

universal language, but it is literally true, and music even has some advantages over the other languages, for one may learn from it and through it, either by study or by absorption. Numbers of people; either from choice or from lack of opportunity, are not students but they may enter a realm of pleasure second to

none, by simply "exposing" themselves to good music us often as possible. The operation is painless and the result is

absolutely assured. Life is not so crowded with beautiful and helpful things that we can afford to overlook a single avenue of pleasure or development, and the day is surely coming when it will be just as unusual to hear one say complacently that he knows nothing at all about music and is not at all interested in it, as that he knows mothing at all about the ordinary rules of grammar and is not interested in them. Largely because of the splendid work done in the public schools our next generation will be more critical and a gross mistake in composition will be as offensive as a false dauly of color in an otherwise pleasing picture.

bubbling with endeavors to further the j would consent to hold every alternate cause of good music. For several years | festival in this city, for as long a time past these efforts have been assuming as we were willing to offer a prize and more definite form and the conditions | produce a new American opera, we would which have been so discouraging for undertake the work. Americans are gradually being eliminatthousand that it would ever obtain a some chance of proper remuneration if it | was the successful contestant. were devoted to the writing of smaller things. We may be sure that whatever has been done has been because the composer had something within him which he was compelled to express and not because he had any reasonable expectation that what he had expressed would ever

obtain recognition. When we speak of working for American music we do not mean upholding everything that happens to be written in America or by an American citizen, but we do mean the giving of proper advantages to our own musicians and, when it is of equal merit, putting their music upon a par with that of other nations. We should be worse than foolish did we not acknowledge the deep debt of gratirude we owe, and always must owe, the music of other countries or did we try to belittle the importance of studying their musterpieces. But the music of other countries has many years the advantage of ours, and does not need to be exploited, while conditions for the American have been anything but favorable until a compartively recent time, There are certain things which can be accomplished by individuals, certain others which can be accomplished by the efforts of a few people banded together and still others which would be impossible of accomplishment except through a national organization. We of 000 and \$25,000. The Esule Rock thub Les Angeles and vicinity have passed the broke ground for its new home in Novem- exclusively individual stage and are not ber. - The Boyle Heights and the Cosmos | only able to work through our local clubs Club are each nearly ready to build, as but are even now receiving the invaluable aid of the National federation of Up in San Francisco the Town and musical clubs, comprising a membership

Morning Clubs of Los Angeles. The establishment of a center of American Francesca Club, to which membership music and an opportunity to encourage fees are \$300, has also made changes in | the writing and the production of Ameripreparation for the coming of exposition | can opera and orchestral compositions. For some years the federation has been

giving prizes for the smaller musical of being able to present one which might receive the prize.

At a meeting of the National board,

of the General Federation of Women's | to wear well, and not to fade or shrink Clubs, will be in California in May.

Mrs. Story, president general of the | degrees of excellence, from those made Already the Legislative Council of National D. A. R. Congress, will be in up of a few enthusiastic spirits who meet Women, composed of delegates from all | California early in the autumn. The State | of each other's homes, to those made up organized bodies of women in the State, D. A. R. will maintain premanent head- of professional musicians who meet at with Mrs. J. J. Harbaugh as president, quarters in the Santa Fe building, inside the various club houses. Mrs. Seward Simons, vice president, has the P. P. I. L. E. grounds at San Francisco. | Besides the clubs which are devoted met and considered legislation to which throughout the entire season, where they exclusively to music and the things re-It will give the support of some 100,000 | will entertain in honor of visitors. Spe- lating to it, the women's clubs pay much cial events are being planned in honor of attention to their musical programs and The Council, at its first meeting, in- | the president general, both by the State | many of them have flourishing music sec-

mento, and which provides that children | Mrs. Schoff, president of the National | busy, there is always a preponderance of | affoat can find ample room in which to must remain in the public schools until | Congress of Mothers, together with offi- | good musical programs, for the wise prothey have passed the eighth grade, in- | cere and delegates from the East will gram committees know that only by this stend of being allowed to leave and go to leave Boston on a special train for Port- means will they attract anything like a

Early in January the Florence Crit- We have four important German sing-The State Civic League is suggesting | tenton Home of Los Angeles, Mrs. | ing societies and more than twenty murdly property rights for women. | seventy, and there will also be a nursery | all of them some knowledge of music is Elaborate preparations are being made | where mothers may board their babies | required. Bach of the high schools and | largest vessels affoat can be repaired at

enterinimment of the thousands of dele- Mrs. Kate Waller Barrett, national clubs and choruses and the splendid work Journey. game who will altend the National Y. W. president of the various Florence Crit- done in them cannot be overestimated. C. A. conference in Los Angeles. Already tenton Homes, will be here for the dedi- | Serious study is carried on in the sub- | which has docked many vessels there for

Secretary American Opera Association TI IS frite to say that music is the , which was held about two years ago, Mrs. Jason Walker, chairman of the American music committee, offered a suggestion which, briefly, was that during the year 1915, when all the world would be coming to the Pacific Coast, some Western city might be willing to offer a prize through the federation and would undertake the production of the opera as one of its attractions. Mrs. Walker and Mrs. David Allen Campbell, another member of the committee, came west to look over-the situation and decided that Los Angeles would be the best city to undertake the proposition.

At first thought it was enough to stagger the most enthusiastic, but though it looked almost too big a thing to undertake, it was much too big a thing for Los Angeles to reject. Everyone to whom the matter was broached had exactly the same sentiments, and the more it was talked over the more feasible it seemed and the greater the enthusiasm became. Mr. F. W. Blanchard, who was the chairman of the committee and is president of the American Opera Association, which was later formed to carry out the plans. suggested that it would be too much of an effort to put forth unless it could be unde to assume something of a permanent form and it was finally decided that if This whole country is seething and the national federation of musical clubs

The sum of \$10,000 was decided upon | Our Climate an Advantage ed. It is not remarkable that we have as the amount of the prize, and it has never had much American orchestral just been awarded to Mr. Horatto Parker | Our climate is a real advantage to music or American opera. The only won- | for his opera, "Fairyland." There were | our musical life, for many flue music der is that any one has ever had the fifty-six entries and the judges were clans are attracted here, either as percourage to devote any time to such writ- | unanimously in favor of this one. The | manent residents, or for different seaing when there was not a chance in ten envelopes containing the names of the sons. Nearly all of them comment upon competitors were opened in the presence | the spirit they find here and the way hearing, and for the time which must of a notary after the award had been in which the musicians work together. be expended upon them there would be | made and it was found that Mr. Parker | We cannot all look at things in just |

The raising of the prize money and | ception our professional musicians are the production of the opera are in the generous and public spirited and they bands of the American Opera Associa- aim to make their work constructive, tion of Los Angeles, which must not | rather than destructive, be confused with any other organization | Besides the famous composers who ochaving a similar name. There is no casionally come here, or who live here other having a similar purpose, for this for short seasons, we have a number of is purely philanthropic and there is no talented composers living in this vicinity possible way by which any of the officers | who are doing good work, and they have can receive any compensation for the been more fortunate than those who live things they are doing. Mr. J. F. Sartori in most other cities, for the phrase about is the custodian of the funds; not one a prophet being without bonor in his penny can be expended except over the own land does not apply to this land, signature of both the president and the It is but another evidence of the frasecretary and the vouchers must be fur- ternal spirit existing among our musither signed by three members of the cians, that none of our good music need executive committee.

The giving of sixty performances of a ous enough to exploit it, most of the prize opera will mark an epoch in the history of American music. All the managers who have been consulted are agreed that the opera should not only repay the expenses of its production, but that there should be a considerable sum in aition of Los Angeles, and its neighboraddition, as a nucleus for the next prize. It is simply a question of raising the money in advance and the association is a musical America-and incidentally with taking subscriptions, which will allow the themselves as the center of it. We have contributors to take all, or any portion | such an opportunity as has never beof the amount, in tickets for the opera fore been presented to any American or any of the other festival events. The sale of seats will be open to subscribers before it is announced to the general public, and it is hoped that the house will be sold out for several performances before

the opera is put on. Great Musicians Coming

In addition to the prize opera and the regular festival programs as carried out at other biennials, a world's congress of musicians, of which Mr. Charles Wakefield Cadman is chairman, will meet connection with the festival. Mr. Cadman's committee comprises some of the most illustrious of the American musicians and they have signified their intention of coming here, and of presenting or conducting their own works. Ton forms, but had no way of raising a suf- much cannot be said of the unselfishness the writing of an opera, to say nothing is working to further the interest of good music in his own country. He has "arrived" and is eager to help those who are not so fortunate and to put American music upon the dignified basis where it

United States, many new members are Probably no other American city has better material with which to fashion a Mrs. Percy V. Pennybacker, president | musical fabric which could be warranted We have musical clubs of all sizes and | ing yards at Long Beach.

> times when club women are unusually good attendance.

the grade schools have their own glee | the yards and save hundreds of miles of jects of harmony, musical history and ap- repairs.

Prominent Members of Faculty University Southern California Law School



ELMER R. M. DOWELL

By Dean Porter

versity of Southern California.

preciation of music, and this is one of the

few cities which already give regular

school credits for work in music. It is

only a matter of time when this will be

universal, but we are the advance guard.

has its own orchestra, and since there is

probably no other one thing which has so

much cultural and educational value as

playing in an orchestra or listening often

to orchestral music, these children are

gaining many things besides an increase

of technical knowledge. Between the

school orchestra and the Symphony or-

chestra, which stands for the very high-

est in music, are many others, and they

should all be given encouragement, espe-

cially those which aim to give the pub-

the same way, but almost without ex-

go unrecognized. Our artists are gener-

clubs have programmes devoted to home

composers at least once during the year

The next year will determine the po-

ing cities, musically, and just what part

they will have in the development of

city, and it is no exaggeration to say that

the whole world is watching eagerly to

see what use we make of it. It rests

with ourselves as to whether or not we

make a success of the coming festival

sesson, and by so doing bring all these

wonderful musical advantages to our very

doors every four years. The value of

having regularly recurring festivals for

which our musicians may plan and to-

wards which they may work cannot be

With the attention of the world locused

canal, no industry assumes the import-

ance that shipbuilding does. While new

spring up with the opening of the canal,

cial mention. It is the Craig Shipbulld-

tually in operation less than half that

about which has clustered a group of

manufacturing concerns that are certain

to stamp their names on the future in-

dustrial and commercial history of Los

Angeles and California. The yards them-

which to anchor. It consists of a group

the general offices, carpenter shops,

An important adjunct of the yards is

The value of this dock has been quickly

taken advantage of by the Government,

the immense floating drydock, capable of

foundry and machine shops

plete shipbuilding plant on the Coast.

overestimated.

and orchestral compositions are presented

through the medium of our orchestras.

ille good music at popular prices.

Each high school and grade school also

BYRON C. HANNA

CHMES & SCHRBOROUGH

Prior to 1904 there were several inof Southern California organized a students. The enrollment for the the would-be lawyer for the actual College of Law as a department of present year will exceed 650, making practice of his profession. Therefore, that University, with Frank M. Law School in the United States. Porter as Dean and Gavin W. Craig as Secretary. That department has this College insists upon which disknown as the College of Law, Uni- can be a truly successful teacher of statement of facts. law unless he has had five years, as

PERCY V. HAMMON

EDGAR W. TUTTLE 1905, was 61 students; for the year Also, it has demonstrated that the ending 1906, 93 students; 1907, 123 text book, where satisfactory books students; 1908, 167 students; 1909, can be obtained, supplemented by a 235 students; 1910, 333 students; stody of cases, assures the best recorporated Law Schools in Los An- 1911, 385 students; 1912, 480 stu- sults. Also, the school insists that ingeles. In June, 1904, the University dents; 1913, 530 students; 1914, 610 struction shall be practical so as to fit

of Practice Courts, an extensive course There are several features that in Conveyancing and preparation of miralty and Conflict of Laws. developed into the mammoth school tinguish it from other leading Law research and the finding of prin-Schools. It insists that no person ciples of law governing from a given

James G. Scarborough, A. B., instructor The first year's enrollment, 1904- a minimum, of active law practice, of Code Pleading.

WALTER L. BOWERS

Elementary Law, Water Rights and Irrigation Law, and Securities. Kemper B. Campbell, LL, B., instructor of Torts, Damages, and Junior Real Property. Presiding Judge Practice Court.

Percy V. Hammon, LL. B., instructor of Byron C. Hanna, LL, B., instructor of Walter F. Haas, instructor in Public Cor-Elmer R. McDowell, LL, M., Judge of the Practice Court, Dept. 2

Walter Bowers, LL. M., Judge of the

John B. Haas, LL. B., Judge of the

Practice Court, Dept. 3.

Practice Court, Dept. 13.

W. F. LUDINGTON



W. J. MOSSHOLDER San Diego, Cal.

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MANAGER

Hotel

CALIFORNIA

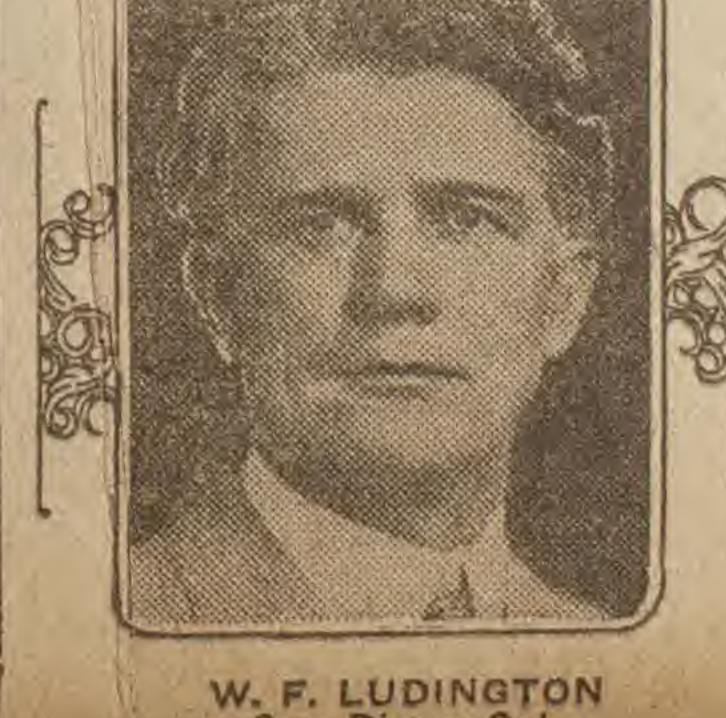
Craig Ship Yards Fifty Associates Win Strong Place Herald Coming of in Financial World Big Panama Trade

The success of the Fifty Associates of on Los Angeles' bid for the trade of the California (formerly the Pierce-Kennedy Cleveland Schultz is one of the younger accomplished by a concrete, intelligent and from Chicago, Illinois, five years ago. enterprises in this craft are certain to thorough knowledge of the business handled and daily trade conditions. one already in the field is worthy of spe-

Only seven years in existence, but actime, this concern has become the nucleus In addition to this, the capital of the school advention

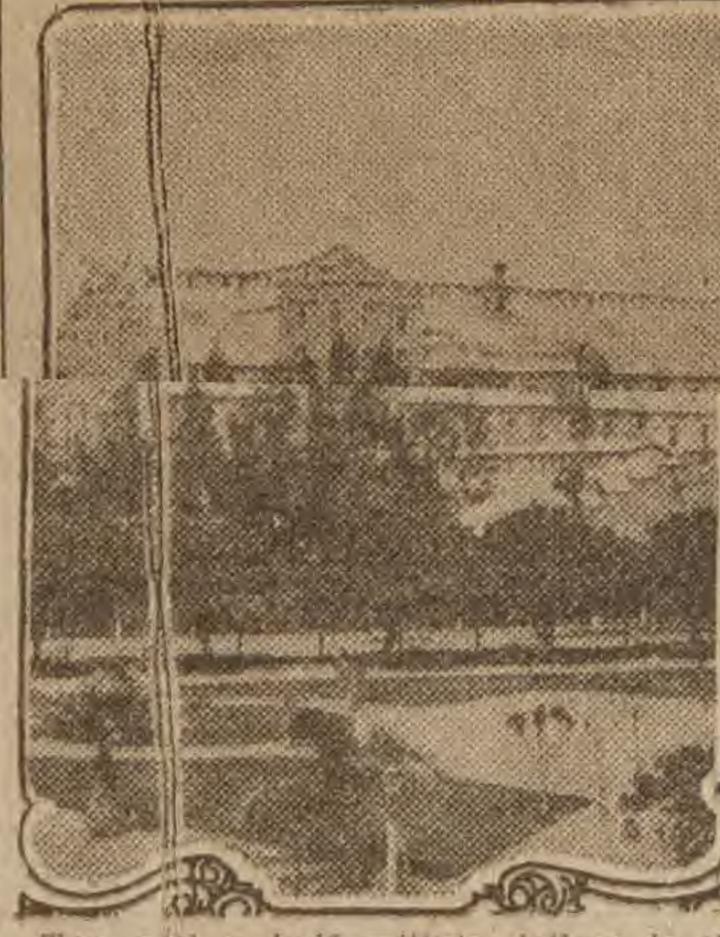
and mortgage' department, and the

est grade of bonds and first mortgages. | California. He has been engaged in the mainder of the stock of the United States Mortgage Company and of the Pacific ful in criminal practice, having lost but Mineral Products Company. The Fifty Associates of California has trials. At present he is defending Percy eareful supervision of all three of the de- Tugwell, who is accused of the murder of Home F. 4002. Phones Main 3716. partments.



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tory is wurth every year to the people of The management of the big industry at cultivating and harvesting the beets, man in the whole sugar industry in and

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Company), whose offices are located in the attorneys of Los Angeles who has been un-Union Oil Building, Los Angeles, has been usually succeasful since coming to this city Mr. Schultz received his legal education under unusually hard and discouraging cir-During a little over two years' time the cumstances. Leaving home at the age of Fifty Associates has organized and financed | thirteen, he worked on farms and later in two million-dollar dividend-paying corpor- a hotel as bell boy and clerk until the age At the end of three years he graduated

> Company and other large concerns. Mr. Schultz has been unusually successtwo out of a total of nearly litty jury Maude B. Kennady.



Deputy City Prosecuting Attorney and a young lawyer who has made an excellent record in the practice of his pro-

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